

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1

	EVENING 7:00-11:00 PM										All 7:00-11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	16.7	14.7	16.3			16.9	15.7	15.3	14.6	16.7	16.0	14.7	15.6
NO. OF PROGRAMS†	5	7	22	IFR	IFR	8	20	27	22	35	57	42	99

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)		Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly		Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.2	10.5	5.2	6.9	4.4	4.8	4.5	7.0	5.9	4.9	8.7	IFR	8.6
NO. OF PROGRAMS†	3	3	8	13	6	4	14	11	25	32	11		13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 14, 1980

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MISS AMERICA PAGEANT(S)	24.9	19,370	11	DUKES OF HAZZARD	19.3	15,020
2	ABC SUNDAY NIGHT MOVIE	24.4	18,980	12	NBC THURSDAY NIGHT MOVIES#	19.2	14,940
3	THREE'S COMPANY	24.1	18,750	12	PEARL PART I(S)	19.2	14,940
4	NFL MONDAY NIGHT FOOTBALL#	23.4	18,210	12	60 MINUTES	19.2	14,940
5	TAXI#	22.0	17,120	15	BOB HOPE SPECIAL(S)	18.9	14,700
6	DALLAS	21.0	16,340	16	LAYERNE & SHIRLEY	18.5	14,390
7	VEGA\$#	20.5	15,950	16	50 YEARS OF COUNTRY MUSIC(S)	18.5	14,390
8	M*A*S*H	20.2	15,720	18	PEARL PART II(S)	18.2	14,160
9	CHARLIE'S ANGELS#	19.5	15,170	19	ALICE#	17.8	13,850
9	HART TO HART#	19.5	15,170	20	THAT'S INCREDIBLE	17.5	13,620

(1) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

4 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																		
•EVENING																BOB HOPE SPECIAL(S)																															
ABC FRIDAY NIGHT MOVIE										34	190	195	98	99	A	13.6	25	1058	1 SAT. 9.00P 60 NBC CV										212		99	A	18.9	35	1470												
1 FRI. 9.00P 111 ABC FF														B	14.3	25	1113																														
2 FRI. 8.30P 144																																															
ABC NEWSBRIEF-M-F										241	182	185	96	96	A	16.2	29	1260	BODY HUMAN:THE MAG. SENSE(S)												183		98	A	9.5	16	739										
1 MON. 8.58P 1 ABC N														B	17.0	28	1323	2 MON. 8.00P 60 CBS DO																													
1 TU-TH 9.58P 1																		BUCK ROGERS-25TH CENTURY										5	177	203	96	99	A	10.7	22	832											
1 FRI. 8.57P 2																		SAT. 8.00P 60 NBC SF																													
2 MWTH 8.58P 1																																															
2 TUE. 10.03P 2																																															
2 FRI. 8.28P 1																																															
ABC NEWSBRIEF-SAT.										48	192	193	98	97	A	16.8	31	1307	CARTER FOR PRESIDENT(S)												186		97	A	12.1	22	941										
SAT. 9.58P 1 ABC N														B	19.7	34	1455	1 WED. 10.55P 5 CBS P																													
																		CARTER FOR PRESIDENT-WED(S)												186		99	A	13.2	24	1027											
																		2 WED. 10.54P 6 CBS P																													
ABC NEWSBRIEF-SUN.										49	192	194	98	98	A	18.2	32	1416	CARTER FOR PRESIDENT-THU(S)												188		98	A	14.3	24	1113										
1 SUN. 8.28P 1 ABC N														B	16.0	26	1245	2 THU. 10.55P 4 CBS P																													
2 SUN. 7.58P 1																		CARTER/MONDALE COMMITTEE(S)										197		99	A	13.5	25	1050													
ABC NFL FOOTBALL SPECIAL(S)																		1 SUN. 10.56P 4 ABC P																													
2 THU. 9.00P 181 ABC SE												196		98	A	16.8	30	1307	CARTER/MONDALE COMM. 1(S)												197		99	A	15.8	30	1229										
																		2 TUE. 10.55P 5 ABC P																													
ABC SUNDAY NIGHT MOVIE										42	196	197	99	99	A	24.4	40	1898	CARTER/MONDALE COMM. 2(S)												197		99	A	8.0	20	622										
1 SUN. 8.30P 146 ABC FF														B	18.9	31	1470	2 SAT. 6.26P 4 ABC P																													
2 SUN. 8.00P 174																																															
ABC WORLD NEWS TONIGHT										230	190	195	97	98	A	10.2	23	794	CARTER/MONDALE COMM. 3(S)												199		99	A	18.1	31	1408										

M-F	6.30P	30	ABC N							B	12.2	24	949						2 SUN.	10.56P	4	ABC P												
ABC WRLD NEWS TONIGHT-SUN				40	148	155	86	86		A	6.7	14	521						CARTER/MONDALE POLITICAL(S)							201		99			A	11.1	19	864
SUN.	6.30P	30	ABC N							B	8.6	18	669						2 SUN.	10.55P	5	NBC P												
ACROSS-GREAT DIVIDE PT. 1(S)							173	96		A	14.2	25	1105																					
2 TUE.	8.00P	60	CBS GD																CBS EVENING NEWS-CRONKITE	229	194	195	99	99						A	11.5	25	895	
ACROSS-GREAT DIVIDE PT. 2(S)							174	95		A	11.5	21	895						M-F	6.30P	30	CBS N									B	14.2	28	1105
2 WED.	8.00P	60	CBS GD																CBS SAT. NEWS-SCHIEFFER	44					143		84			A	7.3	18	568	
ALICE				42			196	99		A	17.8	27	1385						2 SAT.	6.30P	30	CBS N								B	9.8	22	762	
2 SUN.	9.06P	30	CBS CS							B	22.9	36	1782																					
ANGIE				3	185		96			A	14.9	28	1159						CBS SATURDAY NIGHT MOVIE	11	183	191	99	98						A	13.6	26	1058	
1 THU.	8.30P	30	ABC CS							B	13.9	28	1081						1 SAT.	9.18P	120	CBS FF								B	11.9	25	926	
ARCHIE BUNKER'S PLACE				41	191	193	99	99		A	14.5	24	1128						2 SAT.	9.00P	114									A	13.9	24	1081	
1 SUN.	9.30P	30	CBS CS							B	20.2	33	1572						CBS TUESDAY NIGHT MOVIES	16	177	180	98	97						B	15.3	26	1190	
2 SUN.	8.06P	30																TUE.	9.00P	114	CBS FF													
B.J. AND THE BEAR(S)							199	99		A	10.8	20	840						CBS WEDNESDAY NIGHT MOVIE	20					179		96			A	14.4	24	1120	
2 SAT.	9.00P	60	NBC A															2 WED.	9.00P	114	CBS FF									B	16.1	27	1253	
BARNABY JONES				23	169		94			A	13.6	24	1058						CHARLIE'S ANGELS	41	188		98							A	19.5	33	1517	
1 THU.	9.00P	60	CBS PD							B	15.3	26	1190						1 WED.	9.00P	60	ABC PD								B	19.9	32	1548	
BARNEY MILLER				40	184		96			A	16.2	29	1260						CHIPS	21	208	210	98	98						A	15.3	26	1190	
1 THU.	9.00P	60	ABC CS							B	18.8	31	1463						SUN.	8.00P	60	NBC OP									B	16.3	29	1268
BENSON				6	190	194	98	98		A	12.9	27	1004						DALLAS	43	199	200	99	99						A	21.0	39	1634	
FRI.	8.00P	30	ABC CS							B	12.0	27	934						FRI.	10.00P	60	CBS GD									B	22.9	40	1782
BIG EVENT				41			203	99		A	13.4	21	1043						DIFFERENT STROKES	38	196	186	96	92						A	16.0	27	1245	
2 SUN.	9.00P	115	NBC FV							B	17.8	28	1385						WED.	9.00P	30	NBC CS								B	18.5	30	1439	
																		DISNEY'S WOND. WORLD(B)													A	7.8	16	607
																		2 SUN.	7.00P	20	NBC FV													

6 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1980 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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FACTS OF LIFE SPECIAL(S)						185		90		A	9.5	20	739
2 FRI. 8.00P 30 NBC CS													
FANTASY ISLAND 38					189	195	98	98	A	15.7	31	1221	
SAT. 10.00P 60 ABC A									B	18.9	36	1470	
50 YEARS OF COUNTRY MUSIC(S)						197		99	A	18.5	30	1439	
2 THU. 9.00P 120 NBC PC													
FLO 5					175		95		A	13.2	26	1027	
1 MON. 8.00P 30 CBS CS									B	13.7	28	1066	
GAMES PEOPLE PLAY 3					190	193	96	96	A	16.9	31	1315	
THU. 8.00P 60 NBC GV									B	15.5	29	1206	
G.E. THEATRE(S)					185		98		A	15.4	26	1198	
1 WED. 9.00P 110 CBS GD													
GOOD TIME HARRY 4					196		96		A	5.4	11	420	
2 SAT. 10.30P 30 NBC CS									B	6.9	15	537	
HAPPY DAYS 44					179	201	97	98	A	17.4	32	1354	
TUE. 8.00P 30 ABC CS									B	19.7	34	1533	
HART TO HART 31					189		97		A	19.5	35	1517	
1 TUE. 10.00P 60 ABC PD									B	19.1	33	1486	
HOUSE CALLS 11					194	183	99	97	A	16.3	26	1268	
MON. 9.30P 30 CBS CS									B	17.5	29	1362	
INCREDIBLE HULK 43					178	172	96	95	A	12.7	26	988	
1 FRI. 8.00P 54 CBS SF									B	15.8	30	1229	
2 FRI. 8.00P 60													
JEFFERSONS 42					184	191	99	99	A	17.3	28	1346	

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

8 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1980 REPORT

PROGRAM NAME															T/C THIS SEASON	NO. OF STATIONS			PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					PROGRAM NAME															T/C THIS SEASON	NO. OF STATIONS			PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK # DAY START TIME DUR NET															PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY START TIME DUR NET															PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
EVENING CONT'D																																																			
NBC NEWS UPDATE-M-CONT'D																																																			
2 MWTHF 8.58P 1																									PEARL PART I(S)																	198	99	A	19.2	32	1494				
2 TUE. 8.14P 1																									2 TUE. 9.30P 83 ABC GD																										
NBC NEWS UPDATE-SAT. 45																169	186	94	96	A	11.5	23	895	PEARL PART II(S)																	199	99	A	18.2	31	1416					
SAT. 8.58P 1 NBC N																				B	14.8	28	1151	2 WED. 9.00P 120 ABC GD																	194	95	A	12.3	22	957					
																									QUINCY, M.E. 13																			B	15.0	27	1167				
NBC NEWS UPDATE-SUN. 45																181	183	94	95	A	15.4	25	1198	2 WED. 10.00P 60 NBC OP																											
SUN. 8.58P 1 NBC N																				B	16.8	27	1307	REAGAN FOR PRES.(S)																	190	99	A	13.8	29	1074					
NBC NIGHTLY NEWS-SUN.(B) 1																	113		62	A	5.3	12	412	2 SAT. 10.54P 6 CBS P																	176	99	A	8.5	16	661					
2 SUN. 6.30P 30 NBC N																				B	5.3	12	412	REAGAN FOR PRESIDENT-TUE(S)																											
NBC NIGHTLY NEWS-SAT. 42																146	147	83	85	A	7.7	19	599	1 TUE. 10.54P 6 CBS P																											
SAT. 6.30P 30 NBC N																				B	8.5	19	661	REAGAN FOR PRESIDENT-THURS(S)																	138	86	A	7.3	14	568					
NBC NIGHTLY NEWS 228																205	202	99	98	A	9.9	22	770	1 THU. 8.53P 7 CBS P																	192	98	A	10.7	20	832					
M-F 6.30P 30 NBC N																				B	12.2	24	949	REAGAN/BUSH COMMITTEE(S)																											
NBC THURSDAY NIGHT MOVIES 7																199		98		A	19.2	34	1494	1 FRI. 10.56P 4 ABC P																											
1 THU. 9.00P 115 NBC FF																				B	13.6	26	1058	REAGAN/BUSH COMMITTEE(S)																	196	99	A	14.1	27	1097					
NBC TUESDAY NIGHT MOVIE 8																198		99		A	17.4	30	1354	2 FRI. 10.56P 4 ABC P																											
1 TUE. 9.00P 120 NBC FF																				B	14.7	26	1144	REAGAN/BUSH POLITICAL(S)																	170	90	A	7.3	14	568					
																									2 FRI. 10.55P 5 NBC P																										
NBC WHITE PAPER(S)																197		98		A	10.6	18	825	RIDING FOR-PONY EXPRESS(S)																	105	76	A	7.6	14	591					
1 WED. 9.30P 90 NBC DN																																																			

NCAA FOOTBALL SPECIAL(S)					202		98			A	15.0	28	1167
1 MON. 9.00P 180 ABC SE													
NEWSBREAK-THU(B)					113		76			A	6.3	12	490
1 THU. 8.58P 1 CBS N													
NEWSBREAK-TUE(B)					105		71			A	7.9	14	615
1 TUE. 8.58P 1 CBS N													
NEWSBREAK-M-F					228	156	165	89	92	A	12.6	22	980
1 MWF 8.58P 1 CBS N										B	14.2	23	1105
2 M & F 8.57P 2													
2 TU & W 8.58P 1													
2 THU. 8.54P 1													
NEWSBREAK-SAT.					48	166	174	91	93	A	9.6	18	747
1 SAT. 9.16P 1 CBS N										B	11.2	21	871
2 SAT. 8.58P 1													
NEWSBREAK-SUN.					48	171	177	93	94	A	14.3	23	1113
1 SUN. 10.29P 1 CBS N										B	19.7	31	1533
2 SUN. 9.05P 1													
NFL MONDAY NIGHT FOOTBALL					1		203		99	A	23.4	40	1821
2 MON. 9.00P 168 ABC SE										B	23.4	40	1821
NFL 10TH ANNIV. SPECIAL(S)						184		97		A	10.3	19	801
2 THU. 8.00P 60 ABC SC													
1980 EMMY AWARDS(S)					210		99			A	15.0	29	1167
1 SUN. 9.00P 182 NBC AC													
ONE DAY AT A TIME					42	188	193	98	99	A	14.4	23	1120
1 SUN. 10.00P 30 CBS CS										B	19.6	32	1525
2 SUN. 8.36P 30													

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK # DAY START TIME DUR NET TYPE										WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)						
EVENING CONT'D																		FRIDAYS										16	176	175	92	92	A	7.0	21	545	
TIM CONWAY SHOW										2	176	187	96	97	A	10.7	21	832	1 FRI.	11.30P	72	ABC	GV					B	7.2	23	560						
1 SAT. 8.48P 30 CBS CV														B	10.7	21	832	2 FRI.	11.30P	71							A	4.4	19	342							
2 SAT. 8.30P 30																	LATE MOVIE I							157	156	89	88	B	6.2	23	482						
TRAPPER JOHN, M.D.										37		195		99	A	15.8	26	1229	1 MON.	12.00M	74	CBS	FF														
2 SUN. 10.06P 60 CBS GD														B	19.9	34	1548	1 TUE.	12.00M	72																	
20/20										37	198		99	A	15.9	28	1237	1 WED.	12.00M	73																	
1 THU. 10.00P 60 ABC DN														B	18.0	31	1400	1 THU.	12.21A	67																	
VEGA\$										37	193		98	A	20.5	36	1595	1 FRI.	12.06A	73																	
1 WED. 10.00P 60 ABC PD														B	19.1	33	1486	2 MON.	11.30P	73																	
WALTONS(B)											123		81	A	6.7	13	521	2 TUE.	11.35P	71																	
1 THU. 8.00P 53 CBS GD																	2 TUE.	12.03A	74																		
WHITE SHADOW(B)											120		77	A	8.3	15	646	2 THU.	11.35P	70																	
1 TUE. 8.00P 60 CBS GD																	2 FRI.	11.30P	56																		
WKRP IN CINCINNATI										2	172	195	94	94	A	10.5	22	817	LATE MOVIE II						157	154	89	88	A	3.2	22	249					
1 SAT. 8.18P 30 CBS CS														B	10.5	22	817	1 MON.	1.14A	43	CBS	FF						B	4.1	25	319						
2 SAT. 8.00P 30																	1 TUE.	1.12A	39																		
•LATE FRINGE																	1 WED.	1.13A	43																		
ABC NEWS:NIGHTLINE M-TH										78	191	190	98	98	A	7.0	25	545	1 THU.	1.35A	32																
1 MON. 12.30A 25 ABC N														B	8.0	25	622	1 FRI.	1.19A	47																	
1 TU-TH 11.30P 20																	2 MON.	12.43A	42																		
																	2 TUE.	12.46A	41																		

2 MON. 12.18A 20
2 TUE. 11.30P 20
2 WED. 11.30P 22
2 THU. 12.32A 20

ABC WEEKEND REPORT-SAT. 45
SAT. 11.00P 15 ABC N
ABC WEEKEND REPORT-SUN. 46
SUN. 11.00P 15 ABC N

BARETTA-THU. 20
1 THU. 12.58A 51 ABC OP
BARETTA-WED. 20
1 WED. 12.59A 50 ABC OP
2 WED. 12.59A 53

CAMPAIGN COUNTDOWN-WED(S) 172
2 WED. 11.30P 33 CBS P
CARTER FOR PRESIDENT(S) 172
2 TUE. 11.30P 4 CBS P

CBS SUNDAY NEWS-BRADLEY 46
SUN. 11.06P 15 CBS N
CHARLIE'S ANGELS-11.30 19
1 THU. 11.50P 68 ABC PD
2 THU. 12.52A 68

DECISION '80-SUN 1
2 SUN. 11.30P 30 NBC P
ED CLARK FOR PRESIDENT(S) 182
1 SUN. 11.00P 6 CBS P

2 THU. 12.45A 42
2 FRI. 12.26A 38
LOVE BOAT-11.30 20
1 WED. 11.50P 69 ABC CS
2 WED. 11.52P 67

MIDNIGHT SPECIAL 46
FRI. 1.00A 90 NBC PC
NBC LATE NIGHT MOVIE 44
1 SUN. 12.32A 125 NBC FF

NBC LATE NIGHT MOVIE 1
2 SUN. 12.00M 126 NBC FF
REAGAN FOR PRESIDENT-THU(S)
2 THU. 11.30P 4 CBS P

REAGAN FOR PRESIDENT-FRI(S) 170
1 FRI. 11.30P 6 CBS P
SATURDAY NIGHT 45
1 SAT. 12.30A 81 NBC GV
2 SAT. 11.30P 80

TOMORROW SHOW 182
1 MON. 1.00A 52 NBC CC
1 TUE. 1.00A 51
1 W & TH 1.00A 49
2 MON. 1.00A 49
2 TUE. 1.35A 45
2 W & TH 1.00A 45

179 173 96 94 A 5.1 23 397
B 5.6 23 436

188 190 97 95 A 3.5 22 272
B 3.8 24 296
A 1.7 15 132
B 2.6 11 202

84 53 A 1.9 14 148
B 1.9 14 148
A 8.0 21 622

170 92 A 8.4 22 654
211 218 99 99 A 8.3 32 646
B 12.3 37 957

174 174 98 98 A 2.5 20 195
B 2.8 21 218

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D																																									
TONIGHT SHOW 220														CARTER FOR PRESIDENT-MON(S) 193 98																											
1 M & TH 11.30P 75 NBC GV														2 MON. 1.54P 6 CBS P																											
1 TUE. 11.30P 76														DAVID LETTERMAN-1(B) 128 74																											
1 WED. 11.30P 79														1 MON. 10.00A 30 NBC GV																											
1 FRI. 11.30P 81														DAVID LETTERMAN-2(B) 126 71																											
2 MON. 11.30P 76														1 MON. 10.30A 30 NBC GV																											
2 TUE. 12.05A 75														DAVID LETTERMAN-1 160 152 87 84																											
2 WED. 11.30P 81														1 TU-F 10.00A 30 NBC GV																											
2 TH & F 11.30P 80														2 M-F 10.00A 30																											
TUESDAY MOVIE OF THE WEEK 10														DAVID LETTERMAN-2 48																											
1 TUE. 11.50P 86 ABC FF														1 TU-F 10.30A 30 NBC GV																											
2 TUE. 11.50P 89														2 M-F 10.30A 30																											
U.S. OPEN TEN. HILITE-MON(S)														DAYS OF OUR LIVES 227																											
1 MON. 11.30P 30 CBS SC														M-F 1.00P 60 NBC DD																											
U.S. OPEN TEN. HILITE-TUE(S)														DOCTORS 25																											
1 TUE. 11.30P 30 CBS SC														M-F 12.30P 30 NBC DD																											
U.S. OPEN TEN. HILITE-WED(S)														EDGE OF NIGHT-MON(B) 94 68																											
1 WED. 11.30P 30 CBS SC														1 MON. 4.00P 30 ABC DD																											
U.S. OPEN TEN. HILITE-THU(S)														EDGE OF NIGHT 219																											
1 THU. 11.30P 50 CBS SC														1 TU-F 4.00P 30 ABC DD																											
U.S. OPEN TEN. HILITE-FRI(S)														2 M-F 4.00P 30																											
1 FRI. 11.36P 30 CBS SC														FAMILY FEUD-MON(B) 116 76																											
WEEKDAY DAYTIME														1 MON. 12.00N 30 ABC QP																											
ABC DAY NEWSBRIEF-MON(B)														FAMILY FEUD 49																											
1 MON. 1.57P 2 ABC N														1 TU-F 12.00N 30 ABC QP																											
ABC DAYTIME NEWSBRIEF-M-F 217														2 M-F 12.00N 30																											
1 TU-F 1.57P 2 ABC N														GENERAL HOSPITAL-MON(B) 113 79																											
2 M-F 1.57P 2														1 MON. 3.00P 60 ABC DD																											
ALICE-M-F 61														GENERAL HOSPITAL 226																											
1 MTUWF 10.30A 30 CBS CS														1 TU-F 3.00P 60 ABC DD																											
2 M-F 10.30A 30														2 M-F 3.00P 60																											
ALL MY CHILDREN-MON(B)														GOOD MORN,AMER.MON-730(B) 117 81																											
1 MON. 1.00P 60 ABC DD														1 MON. 7.30A 30 ABC N																											
ALL MY CHILDREN 228														GOOD MORN,AMER.MON-830(B) 115 79																											
1 TU-F 1.00P 60 ABC DD														1 MON. 8.30A 30 ABC N																											
2 M-F 1.00P 60														GOOD MORNING, AMERICA-730 228																											
ANOTHER WORLD 24														1 TU-F 7.30A 30 ABC N																											
M-F 2.00P 60 NBC DD														2 M-F 7.30A 30																											
AS THE WORLD TURNS 144														GOOD MORNING, AMERICA-830 229																											
1 TU-F 2.00P 60 CBS DD														1 TU-F 8.30A 30 ABC N																											
2 M-F 2.00P 60														2 M-F 8.30A 30																											
CAPTAIN KANGAROO 224														GUIDING LIGHT 144																											
M-F 8.00A 60 CBS C														1 TU-TH 3.00P 60 CBS DD																											
CARD SHARKS 49														1 FRI. 3.00P 53																											
M-F 12.00N 30 NBC QG														2 M-F 3.00P 60																											

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

[illegible]

ONE DAY AT A TIME-M-F		123	123	121	72	68	A	3.3	12	257
1 W-F	4.00P	30 CBS CS					B	4.3	14	335
2 M-F	4.00P	30								
ONE LIFE TO LIVE		226	193	193	99	99	A	9.0	34	700
1 TU-F	2.00P	60 ABC DD					B	8.8	31	685
2 M-F	2.00P	60								
ONE LIFE TO LIVE-MON(B)			111		79		A	7.3	21	568
1 MON.	2.00P	60 ABC DD								
PASSWORD PLUS		25	171	177	88	91	A	3.5	17	272
M-F	11.30A	30 NBC QG					B	3.6	15	280
PRICE IS RIGHT 2-MON(B)			122		80		A	6.7	21	521
1 MON.	11.30A	30 CBS AP								
PRICE IS RIGHT 1		224	175	189	93	96	A	5.4	28	420
M-F	11.00A	30 CBS AP					B	5.9	29	459
PRICE IS RIGHT 2		225	188	189	96	96	A	6.3	33	490
1 TU-F	11.30A	30 CBS AP					B	6.8	30	529
2 M-F	11.30A	30								
REAGAN FOR PRESIDENT-WED(S)			188		97		A	7.2	29	560
2 WED.	12.55P	4 CBS P								
RAZZMATAZZ(S)			177		92		A	4.6	17	358
1 TUE.	4.00P	30 CBS CN								
REAGAN FOR PRES.(S)			193		99		A	6.1	21	475
1 FRI.	3.53P	7 CBS P								
RYAN'S HOPE-MON(B)			118		78		A	5.9	18	459
1 MON.	12.30P	30 ABC DD								

*WEEKEND DAYTIME											
ABC SUNDAY AFTERNOON	BSBL	4	179	179	97	92	A	4.0	10	311	
1 SUN.	2.00P 210 ABC SE						B	5.2	14	405	
2 SUN.	2.00P 153										
ABC WEEKEND SPECIALS			48	189	184	96	94	A	5.7	24	443
SAT.	12.00N 30 ABC FV						B	5.7	22	443	
ABC WIDE WORLD-SPORTS	SAT	37	195	196	97	99	A	7.3	22	568	
1 SAT.	2.00P 60 ABC SA						B	10.1	26	786	
2 SAT.	5.17P 69										
ALL NEW POPEYE HOUR 1			2	190	189	98	98	A	7.7	34	599
SAT.	10.30A 30 CBS CA						B	7.7	34	599	
ALL NEW POPEYE HOUR 2			2	190	188	98	97	A	7.4	33	576
SAT.	11.00A 30 CBS CA						B	7.4	33	576	
AMERICAN BANDSTAND '80			2	162	155	87	81	A	4.5	17	350
SAT.	12.30P 60 ABC PC						B	4.5	17	350	
ANIMALS, ANIMALS, ANIMALS		47	105	127	67	85	A	2.1	10	163	
SUN.	11.30A 30 ABC CL						B	2.6	12	202	
ASK NBC NEWS-8:58AM			2	190	194	96	97	A	3.2	19	249
SAT.	8.58A 2 NBC CN						B	3.2	19	249	
ASK NBC NEWS-9:45AM			2	201	201	99	99	A	4.8	23	373
SAT.	9.45A 2 NBC CN						B	4.8	23	373	
ASK NBC NEWS-10:58AM			2	198	201	98	98	A	4.6	21	358
SAT.	10.58A 2 NBC CN						B	4.6	21	358	
ASK NBC NEWS-11:58AM			2	167	183	80	91	A	4.3	18	335
SAT.	11.58A 2 NBC CN						B	4.3	18	335	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1980 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES								
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																											
BUGS BUNNY/ROAD RUNNER 1 2 199 197 99 99 A 7.9 39 615																											
SAT. 9.00A 30 CBS CA B 7.9 39 615																											
BUGS BUNNY/ROAD RUNNER 2 2 199 197 99 99 A 8.8 40 685																											
SAT. 9.30A 30 CBS CA B 8.8 40 685																											
BUGS BUNNY/ROAD RUNNER 3 2 200 198 99 99 A 9.3 40 724																											
SAT. 10.00A 30 CBS CA B 9.3 40 724																											
CARTER FOR PRESIDENT-SAT(S) 2 SAT. 5.54P 6 CBS P A 6.4 18 498																											
CBS NFL FOOTBALL PRE GAME 2 188 191 99 99 A 7.2 28 560																											
SUN. 12.30P 30 CBS SC B 7.2 28 560																											
CBS NFL FOOTBALL GAME 1 2 196 200 99 99 A 12.6 35 980																											
1 SUN. 1.00P 187 CBS SE B 12.6 35 980																											
2 SUN. 1.00P 186																											
CBS NFL FOOTBALL GAME 2 1 188 83 A 11.6 27 902																											
2 SUN. 4.10P 176 CBS SE B 11.6 27 902																											
CBS SPORTS SPECTACULAR 1 147 86 A 4.0 12 311																											
2 SAT. 4.30P 84 CBS SA B 4.0 12 311																											
COLLEGE FOOTBALL '80 1 110 75 A 1.5 5 117																											
2 SUN. 12.30P 30 ABC SA B 1.5 5 117																											
GREATEST SUPERFRIENDS-1 48 191 192 94 94 A 2.9 24 226																											
SAT. 8.00A 30 ABC CA B 3.6 28 280																											
GREATEST SUPERFRIENDS-2 48 191 192 94 94 A 4.2 26 327																											
SAT. 8.30A 30 ABC CA B 5.1 29 327																											
IN THE NEWS- 8.26AM 2 179 184 97 98 A 4.2 28 327																											
SAT. 8.26A 3 CBS CN B 4.2 28 327																											
IN THE NEWS- 8.56AM 2 180 183 96 97 A 6.2 35 482																											
SAT. 8.56A 3 CBS CN B 6.2 35 482																											
IN THE NEWS- 9.26AM 2 199 197 99 99 A 8.0 38 622																											
SAT. 9.26A 3 CBS CN B 8.0 38 622																											
IN THE NEWS- 9.59AM 2 199 197 99 99 A 9.6 42 747																											
SAT. 9.59A 3 CBS CN B 9.6 42 747																											
IN THE NEWS-11.56AM 2 176 180 91 92 A 6.4 27 498																											
SAT. 11.56A 3 CBS CN B 6.4 27 498																											
IN THE NEWS-12.26PM 1 182 98 A 5.9 23 459																											
2 SAT. 12.26P 3 CBS CN B 5.9 23 459																											
IN THE NEWS-12.56PM 1 171 92 A 6.5 25 506																											
2 SAT. 12.56P 3 CBS CN B 6.5 25 506																											
IN THE NEWS- 1.26PM 1 170 92 A 6.6 25 513																											
DAFFY DUCK SHOW 36 199 201 98 98 A 4.6 21 358																											
SAT. 10.30A 30 NBC CA B 5.6 24 436																											
DEAR ALEX & ANNIE-11.56AM 48 176 178 93 94 A 4.8 20 373																											
SAT. 11.56A 3 ABC CN B 5.0 21 389																											
DEAR ALEX & ANNIE-11.26AM 2 105 113 78 82 A 3.1 16 241																											
SUN. 11.26A 3 ABC CN B 3.1 16 241																											
DRAK PACK 2 174 180 90 92 A 6.6 28 513																											
SAT. 11.30A 30 CBS CA B 6.6 28 513																											
FACE THE NATION 2 136 153 86 91 A 2.3 11 179																											
SUN. 11.30A 30 CBS CC B 2.3 11 179																											
FLASH GORDON(B) 6 135 144 71 74 A 4.4 18 342																											
SAT. 12.30P 30 NBC CA B 4.5 18 350																											
FRED & BARNEY/SHMOO 1 36 201 200 99 99 A 4.2 21 327																											
SAT. 9.00A 30 NBC CA B 4.9 25 381																											
FRED & BARNEY/SHMOO 2 36 201 201 99 99 A 4.7 22 366																											
SAT. 9.30A 30 NBC CA B 5.6 25 436																											
FRED & BARNEY/SHMOO 3 36 201 201 99 99 A 4.7 21 366																											
SAT. 10.00A 30 NBC CA B 5.7 25 443																											
GODZILLA 19 151 160 76 78 A 4.5 19 350																											
SAT. 12.00N 30 NBC CA B 4.1 19 319																											
GODZILLA/GLOBETROTTERS 1 18 186 193 96 97 A 3.1 26 241																											
SAT. 8.00A 30 NBC CA B 2.1 22 163																											
GODZILLA/GLOBETROTTERS 2 18 190 193 96 97 A 3.5 22 272																											
SAT. 8.30A 30 NBC CA B 3.1 23 241																											
2 SAT. 1.26P 3 CBS CN																											
IN THE NEWS- 8.26AM-SUN. 2 37 40 31 35 A 6.6 25 513																											
SUN. 8.26A 3 CBS CN B 5.7 33 58																											
IN THE NEWS- 8.56AM-SUN. 2 32 35 32 33 A 9.9 8 7																											
SUN. 8.56A 3 CBS CN B 9.9 8 7																											
IN THE NEWS-10.56AM 2 190 189 98 98 A 7.5 33 58																											
SAT. 10.56A 3 CBS CN B 7.5 33 58																											
IN THE NEWS-11.26AM 2 190 188 98 97 A 7.7 33 59																											
SAT. 11.26A 3 CBS CN B 7.7 33 59																											
ISSUES AND ANSWERS 44 167 170 96 95 A 2.7 11 21																											
SUN. 12.00N 30 ABC CC B 3.3 14 25																											
JASON OF STAR COMMAND 2 32 35 32 33 A 8.8 8 6																											
SUN. 8.30A 30 CBS CL B 8.8 8 6																											
JETSONS 19 177 193 83 94 A 4.5 20 35																											
SAT. 11.00A 30 NBC CA B 4.6 22 35																											
JONNY QUEST 19 170 184 82 92 A 4.4 19 34																											
SAT. 11.30A 30 NBC CA B 4.5 21 35																											
KIDS ARE PEOPLE TOO I 2 105 112 78 81 A 2.7 13 21																											
SUN. 10.30A 30 ABC CL B 2.7 13 21																											
KIDS ARE PEOPLE TOO II 2 105 113 78 82 A 3.2 16 24																											
SUN. 11.00A 30 ABC CL B 3.2 16 24																											
LAFF-A-LYMPICS 11 176 178 93 94 A 5.1 22 39																											
SAT. 11.30A 30 ABC CA B 5.3 24 41																											
MEET THE PRESS 48 137 176 89 96 A 3.1 14 24																											
SUN. 12.00N 30 NBC CC B 4.1 17 31																											

[illegible]

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 1, 1980

NATIONAL TV AUDIENCE ESTIMATES																																						
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45																					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)							15,560 20.0		THAT'S INCREDIBLE (R)(OP)				22,410 28.8		NCAA FOOTBALL SPECIAL ARKANSAS VS TEXAS (9:00-12:00PM)(-OP)																						
	ABC TV																																					
	AVERAGE AUDIENCE (Households (000) & %)							10,810 13.9		12.8* 25 *		15.0* 27 *		11,670 15.0		14.9* 26 *		16.6* 28 *		16.6* 28 *		15.0* 26 *																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							26 12.3		13.3		14.7		15.2		14.5		15.2		16.4		16.8		17.1		16.0		14.6		15.4								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)							12,680 16.3		12,910 16.6		18,210 23.4		15,400 19.8		17,970 23.1																						
	CBS TV							FLO (R)		MR. AND MRS. AND MR. (OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)																						
	AVERAGE AUDIENCE (Households (000) & %)							10,270 13.2		11,510 14.8		16,030 20.6		13,540 17.4		14,320 18.4		18.4*		18.4*		18.3*																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							26 11.9		26 14.5		34 20.6		29 17.0		32 18.2		31 *		31 *		33 *		33 *		18.2												
WEEK 1	TOTAL AUDIENCE (Households (000) & %)							13,620 17.5		LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES SOONER OR LATER (R)																								
	NBC TV																																					
	AVERAGE AUDIENCE (Households (000) & %)							10,110 13.0		11.9* 23 *		14.2* 25 *		13,690 17.6		15.3* 26 *		18.0* 30 *		18.9* 32 *		18.9* 32 *		18.3* 33 *														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							24 11.4		12.3		13.7		14.7		15.0		15.6		17.8		18.2		19.4		18.4		18.2		18.3								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)							21,940 28.2		THAT'S INCREDIBLE (OP)				NFL MONDAY NIGHT FOOTBALL DALLAS VS WASHINGTON (9:00-11:48PM)(+OP)																								
	ABC TV																																					
	AVERAGE AUDIENCE (Households (000) & %)							16,420 21.1		20.0* 36 *		22.2* 38 *		18,210 23.4		21.7* 36 *		25.6* 40 *		26.3* 42 *		26.3* 42 *		24.6* 41 *														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							37 19.0		36 *		38 *		40 21.5		36 *		40 *		26.0		27.1		25.5		24.4		24.8										
WEEK 1	TOTAL AUDIENCE (Households (000) & %)							11,050 14.2		BODY HUMAN: THE MAG. SENSE (R)(OP)				17,740 22.8		13,690 17.6		15,640 20.1																				
	CBS TV											M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)																						
	AVERAGE AUDIENCE (Households (000) & %)							7,390 9.5		9.3* 16 *		9.6* 16 *		15,330 19.7		11,830 15.2		11,980 15.4		14.6*		14.6*		16.2*														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							16 9.6		16 *		16 *		31 19.0		24 15.1		26 14.2		24 *		24 *		28 *		28 *												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)							15,330 19.7		LITTLE HOUSE-PRAIRIE (R)(OP)				17,890 23.0		NBC MONDAY NIGHT MOVIES MY HUSBAND IS MISSING(R) (9:00-10:55PM)(S)(OP)																						
	NBC TV																																					
	AVERAGE AUDIENCE (Households (000) & %)							11,830 15.2		14.0* 25 *		16.4* 28 *		11,280 14.5		13.9* 22 *		14.5* 23 *		14.9* 24 *		14.9* 24 *		14.9* 26 *														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							26 13.1		25 *		28 *		24 13.6		22 *		23 *		23 *		14.9		15.0		15.3		14.3										
TV HOUSEHOLDS USING TV (See Def. 1)																				WK. 1	46.2	47.2	48.4	49.8	50.2	53.1	55.4	58.5	59.1	60.8	60.7	61.3	60.2	58.0	55.5	54.8		
																				WK. 2	49.3	49.6	50.3	53.3	55.8	57.2	58.4	60.8	62.5	64.0	63.8	63.4	61.9	60.7	59.1	56.7		

For explanation of symbols, See page A.

EVE. MON. SEPT. 8, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.2, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEPT.3, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						15,790 20.3				20,620 26.5				19,760 25.4			
	ABC TV						EIGHT IS ENOUGH (P)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,510 14.8		13.9*		15,170 19.5		17.7*		21.2*		15,950 20.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 13.6		27* 14.2		33 16.9		30* 18.5		36* 21.6		36 20.4	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						8,400 10.8				18,520 23.8							
	CBS TV						RIDING FOR PONY EXPRESS (OP)						G. E. THEATRE SEE HOW SHE RUNS (R) (9:00-10:50PM)(S)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						5,910 7.6		7.1*		11,980 15.4		12.4*		15.5*		16.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						14 7.0		14* 7.3		26 11.9		21* 12.9		26* 15.8		29* 16.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						17,820 22.9				14,470 18.6				14,860 19.1			
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)				NBC WHITE PAPER THE CASTRO CONNECTION			
	AVERAGE AUDIENCE (Households (000) & %)						13,380 17.2		16.0*		12,530 16.1		10.6		10.8*		8,250 10.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 15.0		31* 17.0		27 15.8		18* 16.5		18* 11.6		19* 10.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						15,020 19.3				23,030 29.6							
	ABC TV						EIGHT IS ENOUGH (R)(OP)						PEARL PART II (R)					
	AVERAGE AUDIENCE (Households (000) & %)						11,130 14.3		13.6*		14,160 18.2		14.9*		18.5*		19.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 13.0		26* 14.3		31 14.2		25* 15.6		30* 18.0		34* 19.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						12,600 16.2				17,660 22.7							
	CBS TV						ACROSS-GREAT DIVIDE PT. 2 (R)(OP)						CBS WEDNESDAY NIGHT MOVIE THE LAST HARD MEN (R) (9:00-10:54PM)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						8,950 11.5		10.7*		11,200 14.4		13.8*		14.0*		14.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 10.5		20* 10.9		24 13.5		23* 14.0		23* 13.9		26* 15.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						15,400 19.8				14,860 19.1		12,530 16.1		12,140 15.6			
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		SANFORD (R)				QUINCY, M.E. (R)	
	AVERAGE AUDIENCE (Households (000) & %)						11,670 15.0		14.1*		12,370 15.9		14.3		11,130 12.3		12.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 13.2		27* 15.0		27 15.1		28* 16.7		23 14.6		22 14.0	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	46.3	47.2	48.6	50.1	50.6	53.1	55.4	56.7	57.3	59.9	59.6	59.2	58.3	58.0	57.8
			WK. 2	47.7	48.6	48.5	50.3	51.3	53.2	55.1	56.8	57.4	60.5	61.5	61.5	59.1	57.7	57.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.WED. SEPT.10, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. SEPT.4, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		12,600 16.2		12,990 16.7		16,420 21.1		17,270 22.2																
	ABC TV		MORK & MINDY (R)		ANGIE		BARNEY MILLER (R)(OP)				20/20														
	AVERAGE AUDIENCE (Households (000) & %)		10,350 13.3		11,590 14.9		12,600 16.2		15.7*		16.6*		12,370 15.9		16.0*		15.7*								
	SHARE OF AUDIENCE %		26		28		29		29 *		28 *		28		28 *		29 *								
AVG. AUD. BY ¼ HR.		12.4		14.2		14.5		15.2		15.7		15.8		16.6		16.4		15.7		15.5		15.9			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		7,000 9.0		13,460 17.3		14,000 18.0																		
	CBS TV		WALTONS(B) (8:00-8:53PM)(R) (S)(OP)		BARNABY JONES (R)		KNOTS LANDING (R)																		
	AVERAGE AUDIENCE (Households (000) & %)		5,210 6.7		10,580 13.6		10,500 13.5		12.5*		14.7*		12.9*		14.0*										
	SHARE OF AUDIENCE %		13		24		25 *		23 *		25 *		24		22 *		26 *								
AVG. AUD. BY ¼ HR.		6.2		6.4		7.1		7.6		11.7		13.3		14.4		15.0		12.7		13.1		13.6		14.5	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		18,670 24.0		21,780 28.0																				
	NBC TV		GAMES PEOPLE PLAY (OP)		NBC THURSDAY NIGHT MOVIES MIDWAY PART II(R) (9:00-10:55PM)(S)(OP)																				
	AVERAGE AUDIENCE (Households (000) & %)		13,850 17.8		14,940 19.2		16.6*		18.8*		21.2*		20.2*		37 *										
	SHARE OF AUDIENCE %		34		35 *		30 *		32 *		37 *		21.6		21.6		18.0								
AVG. AUD. BY ¼ HR.		15.8		17.9		18.8		18.8		15.9		17.4		18.4		19.2		20.9		21.6		21.6		18.0	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		12,910 16.6		24,970 32.1																				
	ABC TV		NFL 10TH ANNIV. SPECIAL (OP)		ABC NFL FOOTBALL SPECIAL LOS ANGELES VS TAMPA BAY (9:00-12:01AM)(L-OP)																				
	AVERAGE AUDIENCE (Households (000) & %)		8,010 10.3		13,070 16.6		16.7*		18.4*		17.2*		16.6*		27 *										
	SHARE OF AUDIENCE %		19		30		28 *		30 *		28 *		15.8		16.3		16.8								
AVG. AUD. BY ¼ HR.		9.8		9.0		10.5		11.8		15.8		17.6		18.4		18.4		18.6		15.8		16.3		16.8	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		13,300 17.1		21,780 28.0																				
	CBS TV		MY WIFE NEXT DOOR		TENTH MONTH (8:30-10:55PM)(R)(S)(OP)																				
	AVERAGE AUDIENCE (Households (000) & %)		10,970 14.1		12,140 15.6		14.6*		15.5*		17.5*		18.3*		31 *										
	SHARE OF AUDIENCE %		26		26		24 *		25 *		28 *		31 *		18.2										
AVG. AUD. BY ¼ HR.		13.2		15.0		13.1		12.2		14.3		14.9		15.1		15.9		17.3		17.8		18.3		18.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		18,590 23.9		22,560 29.0																				
	NBC TV		GAMES PEOPLE PLAY (OP)		50 YEARS OF COUNTRY MUSIC (R)																				
	AVERAGE AUDIENCE (Households (000) & %)		12,370 15.9		14,390 18.5		17.9*		18.5*		19.0*		18.4*		31 *										
	SHARE OF AUDIENCE %		29		30		29 *		30 *		31 *		18.9		18.4		18.4								
AVG. AUD. BY ¼ HR.		13.3		14.8		17.1		18.3		17.7		18.2		18.4		18.6		19.0		18.9		18.4		18.4	
TV HOUSEHOLDS USING TV WK. 1		45.8	47.1	48.0	48.7	49.1	52.2	52.4	53.8	53.4	56.2	58.4	59.0	57.9	56.8	55.9	52.5								
(See Def. 1) WK. 2		46.2	48.4	49.4	51.1	52.3	54.6	56.1	58.8	60.2	61.4	62.2	63.0	62.7	61.3	60.6	58.5								

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. SEPT.11, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. SEPT.5, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,060 15.5		11,440 14.7		15,400 19.8							
	ABC TV					BENSON (R)		MR. & MRS. DRACULA (OP)					ABC FRIDAY NIGHT MOVIE KILLER GRIZZLY (R) (9:00-10:51PM)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					10,430 13.4		9,650 12.4		10,040 12.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 13.1		25 13.6		24 12.5		11.3* 21 *		12.5* 22 *		14.1* 26 *	13.9* 26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9				20,380 26.2				21,550 27.7			
	CBS TV							INCREDIBLE HULK (8:00-8:54PM)(R) (S)(OP)			DUKES OF HAZZARD (R)				DALLAS (R)		
	AVERAGE AUDIENCE (Households (000) & %)					9,410 12.1		10.8* 22 *		15,790 20.3		19.7* 36 *		20.8* 37 *		20.6* 38 *	20.9* 39 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 10.5		22 * 11.2		37 19.5		36 * 19.9		37 * 21.2		38 * 20.5	39 * 21.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,650 12.4		8,090 10.4		11,670 15.0				8,710 11.2			
	NBC TV					FACTS OF LIFE SPECIAL (R)		ME AND MAXX SPECIAL (R)(OP)			SPEAK UP AMERICA				MAN CALLED SLOANE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					8,170 10.5		7,080 9.1		8,170 10.5		10.0* 18 *		11.0* 19 *		6,300 8.1	8.3* 16 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 9.9		18 11.1		19 9.8		18 * 10.2		19 * 11.1		15 7.9	16 * 8.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,130 14.3		19,990 25.7									
	ABC TV					BENSON (R)(OP)							ABC FRIDAY NIGHT MOVIE PEARL PART III(R) (8:30-10:54PM)(S)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					9,650 12.4		11,050 14.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 12.2		27 11.7		27 13.6		14.0* 27 *		14.7* 27 *		15.3* 28 *	15.6* 29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,240 18.3				17,510 22.5				21,010 27.0			
	CBS TV							INCREDIBLE HULK (R)(OP)			DUKES OF HAZZARD (R)				DALLAS (R)		
	AVERAGE AUDIENCE (Households (000) & %)					10,270 13.2		11.4* 23 *		14,240 18.3		17.0* 33 *		19.5* 35 *		16,490 21.2	21.6* 40 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 10.5		23 * 12.3		34 16.3		33 * 17.7		35 * 19.9		39 20.7	40 * 21.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,320 10.7		7,620 9.8		9,800 12.6				7,700 9.9			
	NBC TV					FACTS OF LIFE SPECIAL (R)		ME AND MAXX SPECIAL (OP)			SPEAK UP AMERICA				MAN CALLED SLOANE (10:00-10:55PM)(R) (S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)					7,390 9.5		6,220 8.0		7,390 9.5		9.4* 18 *		9.7* 18 *		5,910 7.6	7.6* 14 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 9.5		16 9.6		18 9.4		18 * 9.4		18 * 9.5		14 7.5	14 * 7.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	42.7	43.9	44.2	45.6	47.1	49.0	49.4	51.5	53.5	54.6	56.0	56.9	54.8	53.8	53.6
		WK. 2	44.4	46.5	46.4	47.3	48.2	49.2	50.0	50.9	51.5	52.8	54.2	55.7	55.0	54.3	53.7
U.S. TV Households			77,800,000														

For explanation of symbols, See page A

EVE.FRI. SEPT.12, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEPT.6, 1980

TOTAL AUDIENCE (Households (000) & %)				15,640 20.1				15,400 19.8				13,070 16.8						
ABC TV				LOVE BOAT SPECIAL (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)						
AVERAGE AUDIENCE (Households (000) & %)				11,440 14.7		13.2*		16.2* 15.6		12,140 15.2*		9,800 12.6		12.4*				
SHARE OF AUDIENCE %				31		29*		33*		29*		24		23*				
AVG. AUD. BY 1/4 HR. %				11.8		14.5		15.8		16.7		14.8		15.7				
				16.3		15.6		12.4		12.4		12.7		13.0				
TOTAL AUDIENCE (Households (000) & %)				9,650 12.4		11,510 14.8		15,790 20.3										
CBS TV				U.S. OPEN TENNIS CHAMP-SA (12:00NN-8:18PM) (-OP)		WKRP IN CINCINNATI (8:10-8:48PM) (R)(-OP)		TIM CONWAY SHOW (8:48-9:18PM) (R)(-OP)				CBS SATURDAY NIGHT MOVIE HUSTLE(R) (9:18-11:18PM)(OP)						
AVERAGE AUDIENCE (Households (000) & %)				10.1*		10.8*		7,550 9.7		8,480 10.9		8,560 11.0		10.2*				
SHARE OF AUDIENCE %				24*		25*		20		21		21		19*				
AVG. AUD. BY 1/4 HR. %				10.4		9.9		10.5		11.2		13.8		9.1				
				10.1		9.2		12.3		10.0		9.9		10.5				
				11.4		11.5		11.5		11.5		11.5		11.5				
TOTAL AUDIENCE (Households (000) & %)				11,830 15.2		18,980 24.4		29,640 38.1										
NBC TV				BUCK ROGERS-25TH CENTURY (R)(OP)		BOB HOPE SPECIAL		MISS AMERICA PAGEANT (10:00-12:00ND)										
AVERAGE AUDIENCE (Households (000) & %)				8,010 10.3		9.2*		11.3*		14,700 18.9		17.4*		20.4*				
SHARE OF AUDIENCE %				22		20*		23*		35		33*		38*				
AVG. AUD. BY 1/4 HR. %				8.1		10.4		10.9		11.8		15.4		19.3				
				20.4		20.4		20.4		22.7		23.1		23.8				
				24.1		24.1		24.1		24.1		24.1		24.1				
TOTAL AUDIENCE (Households (000) & %)				16,730 21.5		17,890 23.0		18,440 23.7										
ABC TV				LOVE BOAT SPECIAL (R)		LOVE BOAT (R)(OP)		FANTASY ISLAND (R)										
AVERAGE AUDIENCE (Households (000) & %)				12,530 16.1		14.7*		17.6*		14,320 18.4		18.0*		18.9*				
SHARE OF AUDIENCE %				33		31*		35*		35		34*		35*				
AVG. AUD. BY 1/4 HR. %				13.5		15.8		17.5		17.7		18.2		18.5				
				19.2		19.2		19.2		19.2		19.2		19.2				
				19.2		19.2		19.2		19.2		19.2		19.2				
TOTAL AUDIENCE (Households (000) & %)				10,430 13.4		9,650 12.4		19,760 25.4										
CBS TV				WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		CBS SATURDAY NIGHT MOVIE THE BIG SLEEP (9:00-10:54PM)(S)(OP)										
AVERAGE AUDIENCE (Households (000) & %)				8,790 11.3		8,090 10.4		12,680 16.3		16.0*		15.6*		16.6*				
SHARE OF AUDIENCE %				24		21		32		30*		29*		33*				
AVG. AUD. BY 1/4 HR. %				11.2		11.4		10.0		10.8		15.6		16.4				
				16.0		16.0		15.2		16.6		16.6		17.1				
				17.0		17.0		17.0		17.0		17.0		17.0				
TOTAL AUDIENCE (Households (000) & %)				12,910 16.6		10,580 13.6		6,540 8.4		5,130 6.6								
NBC TV				BUCK ROGERS-25TH CENTURY (R)(OP)		B.J. AND THE BEAR (R)		SIX O'CLOCK FOLLIES		GOOD TIME HARRY								
AVERAGE AUDIENCE (Households (000) & %)				8,640 11.1		10.8*		11.5*		8,400 10.8		10.4*		11.2*				
SHARE OF AUDIENCE %				23		23*		23*		20		20*		21*				
AVG. AUD. BY 1/4 HR. %				10.8		10.7		11.3		11.6		10.3		10.6				
				11.3		11.6		11.3		11.2		11.2		11.2				
				11.2		11.2		11.2		11.2		11.2		11.2				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	41.9	42.9	43.7	44.4	44.9	46.6	48.1	50.1	51.9	53.2	54.0	54.3	53.6	53.4	53.4	53.4
		WK. 2	40.5	43.2	44.5	46.2	46.7	49.0	49.5	50.6	52.4	53.1	53.6	53.6	50.8	49.9	48.3	47.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.SAT. SEPT.13, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 4,050
(Households (000) & %) { 5.2

ABC TV

ABC
WEEKEND
REPORT -
SAT.

AVERAGE AUDIENCE { 4,050
(Households (000) & %) { 5.2

SHARE OF AUDIENCE % 10

AVG. AUD. BY ¼ HR. % 5.2

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

CBS SAT
NIGHT MOVIE
HUSTLE(R)
(9:10-11:10PM)

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. % 11.8 8.6

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

MISS AMERICA PAGEANT

10,810
13.9

SATURDAY NIGHT

(12:30-1:51AM)
(SUSTAINING 1:51-2:00AM)

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

25.2*	27.6*
49 *	61 *
24.9	27.4

6,070	7.8	8.9*	7.3*	7.0*
36	35 *	35 *	41 *	
9.6	8.2	7.7	6.9	7.0

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

ABC
WEEKEND
REPORT
SAT.

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

SATURDAY NIGHT
(11:30-1:50AM)
(SUSTAINING 1:50-2:00AM)

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

12,530	8.8	8.9*	9.0*	8.4*
16.1	29	25 *	31 *	33 *
6,850	8.6	9.2	8.9	8.5

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	52.9	49.2	47.0	44.2	35.7	31.4	27.0	24.3	22.1	19.5	18.0	15.2	11.7	10.0	9.3	8.6
(See Def. 1)			45.3	42.3	36.8	33.7	30.1	28.0	25.8	23.9	20.8	18.7	16.3	15.0	13.5	12.3	10.8	9.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.7, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	19,840 25.5	THOSE AMAZING ANIMALS (OP)						25,600 32.9	ABC SUNDAY NIGHT MOVIE THE LONGEST YARD(R) (8:30-10:56PM)(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	11,670 15.0	12.1*		15.1*		17.7*	19.9	14.9*		18.1*		21.6*		23.2*		22.1*		
	SHARE OF AUDIENCE %	{	28	24 *		28 *		31 *	33	25 *		29 *		35 *		39 *		40 *		
	AVG. AUD. BY ¼ HR. %	{	11.0	13.1	14.6	15.6	17.7	17.8	14.8	15.0	17.4	18.8	21.3	21.9	23.3	23.0	23.5	20.2		
K 2	TOTAL AUDIENCE (Households (000) & %)	{		U.S. OPEN TENNIS CHAMP-SU (4:07-8:30PM)						20,930 26.9	60 MINUTES (R)		13,540 17.4	ARCHIE BUNKER'S PLACE (R)		13,540 17.4	ONE DAY AT A TIME (R)(OP)		13,460 17.3	
	AVERAGE AUDIENCE (Households (000) & %)	{		15.0*		15.8*		15.9*	19.0	17.8*		20.1*	15.0		11,670 14.9	11,590 14.9		11,980 15.4		
	SHARE OF AUDIENCE %	{		31 *		31 *		29 *	32	30 *		32 *	24		24	24		26		
	AVG. AUD. BY ¼ HR. %	{	13.6	16.5	16.0	15.6	16.5	15.3	17.8	17.8	20.1	20.2	15.1	14.9	15.1	14.8	14.4	16.3		
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	13,380 17.2	DISNEY'S WONDERFUL WORLD MICKEY'S GREATEST ADVENTURES(R) (7:09-8:00PM)(OP)						17,660 22.7	CHIPS (R)(OP)		28,160 36.2	1980 EMMY AWARDS (9:00-12:02AM)						
	AVERAGE AUDIENCE (Households (000) & %)	{	9,490 12.2	11.0*		13.0*		15.9	13.7*		18.0*	15.0	18.1*		17.1*		16.3*	15.6*		
	SHARE OF AUDIENCE %	{	23	22 *		24 *		27	24 *		30 *	29	29 *		28 *		27 *	28 *		
	AVG. AUD. BY ¼ HR. %	{	11.1	10.9	12.4	13.5	12.6	14.8	17.5	18.6	18.3	17.9	17.9	16.2	16.5	16.0	15.7	15.5		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	16,100 20.7	THOSE AMAZING ANIMALS (OP)						31,200 40.1	ABC SUNDAY NIGHT MOVIE THE WOMEN'S ROOM (8:00-10:54PM)(S)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{	11,360 14.6	12.5*		16.7*		21,940 28.2	23.3*		26.3*		29.3*		30.3*		30.5*	29.8*		
	SHARE OF AUDIENCE %	{	28	25 *		31 *		45	41 *		43 *		45 *		46 *		48 *	49 *		
	AVG. AUD. BY ¼ HR. %	{	11.1	13.8	16.0	17.5	21.4	25.2	25.5	27.0	29.2	29.5	30.0	30.6	30.3	30.7	30.9	27.8		
K 2	TOTAL AUDIENCE (Households (000) & %)	{	21,630 27.8	60 MINUTES (7:06-9:06PM)(R) (OP)(-OP)						12,680 16.3	ARCHIE BUNKER'S PLACE (8:06-8:36PM) (R)(-OP)		ONE DAY AT A TIME (8:36-9:06PM) (R)(-OP)		13,300 17.1	ALICE (9:06-9:36PM)(OP) (R)(-OP)		15,950 20.5	16,490 21.2	18,050 23.2
	AVERAGE AUDIENCE (Households (000) & %)	{	15,090 19.4	18.6*		19.9*		10,810 13.9	13.8		10,740 13.8		13,850 17.8	14,860 19.1		12,290 15.8	15.1*	15.9*		
	SHARE OF AUDIENCE %	{	37	38 *		37 *		24	22		27	27	29	26	24 *	26 *				
	AVG. AUD. BY ¼ HR. %	{	17.3	19.4	19.6	20.1	14.5	13.7	12.2	13.8	16.3	18.1	18.6	19.3	15.3	14.9	15.1	16.7		
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	7,310 9.4	9,100 11.7	DISNEY'S WONDERFUL WORLD (7:06-9:06PM)(R) (OP)(-OP)						16,570 21.3	CHIPS (R)(OP)		16,570 21.3	BIG EVENT THE DROWNING POOL(R) (9:00-10:55PM)(S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,070 7.8	6,770 8.7		9.0*		11,440 14.7	13.0*		16.3*		13.4	13.6*		13.2*		13.6*		
	SHARE OF AUDIENCE %	{	16	17		17 *		25	23 *		27 *		21	21 *		20 *		22 *		
	AVG. AUD. BY ¼ HR. %	{	7.9	8.1	8.3	9.6	11.8	14.2	15.9	16.7	13.6	13.6	13.4	13.0	13.1	13.1	13.8	13.3		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.7	50.7	52.3	53.9	55.9	58.7	59.8	61.1	62.8	63.4	62.5	61.1	60.1	58.8	57.5	53.7		
		WK. 2	47.9	50.6	52.6	54.0	55.2	58.7	60.1	62.8	64.3	65.5	66.4	66.5	64.5	63.1	62.7	58.1		

U.S. TV Households: 77,800,000

(1) DISNEY'S WONDERFUL WORLD (R), DISNEYLAND'S 25TH ANNIVERSARY, NBC, (7:00-7:20PM)

For explanation of symbols, See page A

EVE.SUN. SEPT.14, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEPT.7, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,840
(Households (000) & %) { 7.5

ABC TV

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE { 5,450
(Households (000) & %) { 7.0
SHARE OF AUDIENCE % 15
AVG. AUD. BY ¼ HR. % 7.0

W

E

E

K

1

TOTAL AUDIENCE { 6,460
(Households (000) & %) { 8.3

CBS TV

CBS SUNDAY
NEWS-BRADLEY
(5)(OP)

AVERAGE AUDIENCE { 6,300
(Households (000) & %) { 8.1
SHARE OF AUDIENCE % 18
AVG. AUD. BY ¼ HR. % 8.1 8.2

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

1980 EMMY AWARDS
(9:00-12:02AM)2,720
3.5

NBC LATE NIGHT MOVIE

EISCHIED
(12:32-2:37AM)
(SUSTAINING 2:37-2:39AM)

AVERAGE AUDIENCE {
(Households (000) & %) { 13.1* 10.5*
SHARE OF AUDIENCE % 29* 33*
AVG. AUD. BY ¼ HR. % 14.1 12.2 11.2 9.8 7.8

1,320
1.7 2.0*

1.8*

1.7*

1.5*

14*

17*

20*

2.1

2.0

1.8

1.7

1.7

1.7

1.6

1.4

1.4

TOTAL AUDIENCE {
(Households (000) & %) { 4,980
6.4

ABC TV

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE { 4,750
(Households (000) & %) { 6.1
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 6.1

W

E

E

K

2

TOTAL AUDIENCE { 6,460
(Households (000) & %) { 8.3

CBS TV

CBS SUNDAY
NEWS-BRADLEY
(OP)

AVERAGE AUDIENCE { 6,220
(Households (000) & %) { 8.0
SHARE OF AUDIENCE % 18
AVG. AUD. BY ¼ HR. % 8.0 8.0

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

DECISION '80-
SUN.

NBC LATE NIGHT MOVIE

EISCHIED
(12:00-2:07AM)
(SUSTAINING 2:08-2:10AM)

AVERAGE AUDIENCE {
(Households (000) & %) { 2,260 1,480
SHARE OF AUDIENCE % 2.9 1.9 1.9*
AVG. AUD. BY ¼ HR. % 10 14 9*
3.2 2.7 2.0 1.8 1.9 1.9 1.9 1.9 1.8 1.7* 21* 1.5

2,650
3.42,570
3.3

1.9*

2.0*

1.7*

12*

17*

2.0

1.8

1.7

1.5

TV HOUSEHOLDS USING TV WK. 1	47.7	43.4	34.8	29.4	24.5	22.1	18.1	15.5	14.0	12.5	10.6	9.4	7.7	7.1	6.2	5.1
(See Def. 1) WK. 2	48.9	41.7	32.3	26.4	22.7	19.3	16.4	14.5	12.7	10.5	9.0	7.4	6.1	4.6	3.6	3.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. SEPT.14, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.1-5, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				3,970 5.1				4,750 6.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)(TU-F) (OP)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)(TU-F) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)				3,110 4.0				3,970 5.1									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				26 3.8		4.1		31 4.9		5.2							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,100 2.7			2,330 3.0							3,810 4.9		4,360 5.6			
	CBS TV		MORNING MON-FRI (CO-OP) (PARTICIPATING)			CAPTAIN KANGAROO (PARTICIPATING)							JEFFERSONS M-F (MTWTF)(S)(OP)		ALICE-M-F (MTWTF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)		1,400 1.8		1.8*	1,320 1.7		1.5*					3,270 4.2		3,730 4.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 1.9		12* 1.8	10 1.4		9* 1.5		11* 1.8	2.0		22 3.9	4.5	24 4.6	5.2		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)				3,810 4.9				4,200 5.4				2,330 3.0		2,330 3.0			
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				DAVID LETTERMAN-1 (TU-F)(OP)		DAVID LETTERMAN-2 (TU-F)(OP) (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)				3,030 3.9				3,420 4.4				1,950 2.5		1,950 2.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				27 3.6		4.1		25 4.6		4.3		15 2.5	2.4	15 2.4	2.5		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)				3,970 5.1				4,900 6.3									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				3,110 4.0				3,890 5.0									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				26 3.8		4.1		29 4.9		5.1							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		2,570 3.3			2,570 3.3							4,430 5.7		4,590 5.9			
	CBS TV		MORNING MON-FRI (CO-OP) (PARTICIPATING)			CAPTAIN KANGAROO (PARTICIPATING)							JEFFERSONS M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)		1,630 2.1		2.0*	1,400 1.8		1.6*					3,580 4.6		3,970 5.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		14 2.1		13* 2.0	11 1.4		10* 1.7		12* 1.8	2.3		27 4.3	5.0	29 4.9	5.2		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)				3,890 5.0				4,900 6.3				2,100 2.7		2,100 2.7			
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				DAVID LETTERMAN-1 (SUS-OP)		DAVID LETTERMAN-2 (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)				3,110 4.0				3,810 4.9				1,790 2.3		1,870 2.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				26 3.7		4.3		29 5.1		4.7		14 2.3	2.3	14 2.3	2.4		
TV HOUSEHOLDS USING TV WK. 1		8.0	9.6	11.4	13.0	14.3	15.5	16.3	17.5	17.6	17.8	18.1	18.6	18.4	19.0	19.3	19.5	
(See Def. 1) WK. 2		7.9	10.1	12.0	14.0	15.6	16.3	16.7	17.2	17.2	17.4	17.3	17.1	16.5	17.0	17.2	17.6	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.8-12, 1980

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,600 7.2	LOVE BOAT DAYTIME (TU-F)(OP)				5,600 7.2	5,910 7.6	ALL MY CHILDREN (TU-F)(OP)				8,790 11.3	ONE LIFE TO LIVE (TU-F)(OP) (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2	4.8*		5.5*	5.9	4,590 5.9	4,900 6.3	7,240 9.3	8.9*		9.7*	6,770 8.7	8.4*		9.0*	
	SHARE OF AUDIENCE %	{	29	27 *		30 *	29	29	29	37	36 *		38 *	34	33 *		34 *	
	AVG. AUD. BY ¼ HR. %	{	4.6	5.0	5.4	5.6	5.6	6.2	6.2	6.5	8.6	9.3	9.6	9.6	8.3	8.5	8.8	9.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,820 6.2	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (TU-F)(OP)				4,900 6.3	7,000 9.0	YOUNG AND THE RESTLESS (TU-F)(S)(OP)				7,240 9.3	AS THE WORLD TURNS (TU-F)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4	4,590 5.9				4,120 5.3	5,370 6.9	6.6*		7.2*	5,840 7.5	7.3*		7.6*		
	SHARE OF AUDIENCE %	{	27	32				24	29	29 *		30 *	29	29 *		29 *		
	AVG. AUD. BY ¼ HR. %	{	5.1	5.7	5.8	6.0		5.1	5.5	6.4	6.8	7.0	7.3	7.2	7.4	7.6	7.7	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,110 4.0	WHEEL OF FORTUNE PASSWORD PLUS				2,180 2.8	3,350 4.3	DOCTORS				5,600 7.2	DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,490 3.2	2,570 3.3			1,710 2.2	2,800 3.6	4,280 5.5	5.4*		5.7*	3,810 4.9	4.9*		4.8*		
	SHARE OF AUDIENCE %	{	16	16			10	15	21	20 *		21 *	18	18 *		17 *		
	AVG. AUD. BY ¼ HR. %	{	3.1	3.4	3.3	3.4	2.1	2.3	3.4	5.6	5.6	5.8	4.9	4.9	4.8	4.8		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.6	LOVE BOAT DAYTIME				5,760 7.4	6,220 8.0	ALL MY CHILDREN (OP)				9,260 11.9	ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,430 5.7	5.3*		6.0*	4,820 6.2	5,210 6.7	7,310 9.4	9.1*		9.7*	7,160 9.2	9.0*		9.3*		
	SHARE OF AUDIENCE %	{	30	29 *		31 *	28	29	36	35 *		36 *	34	34 *		34 *		
	AVG. AUD. BY ¼ HR. %	{	5.2	5.5	5.9	6.1	5.9	6.5	8.8	9.4	9.6	9.8	8.9	9.0	9.2	9.4		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,980 6.4	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				5,680 7.3	7,080 9.1	YOUNG AND THE RESTLESS (S)(OP)				7,240 9.3	AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4	5,130 6.6			4,670 6.0	5,520 7.1	6.8*		7.5*	5,840 7.5	7.5*		7.6*			
	SHARE OF AUDIENCE %	{	30	34			26	29	29 *		30 *	28	28 *		28 *			
	AVG. AUD. BY ¼ HR. %	{	5.2	5.6	6.4	6.8	6.2	6.0	6.5	7.0	7.4	7.6	7.4	7.6	7.6	7.5		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,110 4.0	WHEEL OF FORTUNE PASSWORD PLUS				2,570 3.3	3,500 4.5	DOCTORS				5,910 7.6	DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,650 3.4	2,800 3.6			2,180 2.8	2,960 3.8	4,430 5.7	5.6*		5.7*	4,050 5.2	5.3*		5.1*		
	SHARE OF AUDIENCE %	{	19	18			13	16	22	22 *		21 *	19	20 *		19 *		
	AVG. AUD. BY ¼ HR. %	{	3.2	3.5	3.5	3.8	2.6	3.0	3.7	5.5	5.6	5.7	5.8	5.2	5.3	5.2	5.0	
TV HOUSEHOLDS USING TV		WK. 1	19.7	20.5	20.9	21.8	23.1	24.3	23.8	24.9	26.0	26.8	26.9	27.6	27.2	27.8	28.1	28.7
(See Def. 1)		WK. 2	17.9	18.7	19.4	20.5	22.7	24.1	23.9	24.3	25.1	25.9	25.8	26.5	26.1	27.0	27.3	27.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT. 1-5, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,350 13.3		GENERAL HOSPITAL (TU-F)(OP) (SUS OP)		4,750 6.1		EDGE OF NIGHT (TU-F)(OP)		9,340 12.0		ABC WORLD NEWS TONIGHT																						
	ABC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,400 10.8		10.6*		10.9*		4,050 5.2		7,940																								
	SHARE OF AUDIENCE %		{ 39 10.4		39 *		39 *		19 5.3		10.2 23																								
	AVG. AUD. BY 1/4 HR.		{ 10.4		10.8		10.9		11.0		5.1		10.4																						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,160 9.2		GUIDING LIGHT (TU-F)(S)(OP)		3,030 3.9		ONE DAY AT A TIME M-F (W-F)(S)(OP)		10,190 13.1		CBS EVENING NEWS- CRONKITE																						
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,600 7.2		7.3*		7.1*		2,410 3.1		8,950																								
	SHARE OF AUDIENCE %		{ 26 7.4		27 *		26 *		12 2.9		11.5 25																								
	AVG. AUD. BY 1/4 HR.		{ 7.4		7.2		7.2		3.3		11.3		11.5																						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 4,510 5.8		TEXAS						8,950 11.5		NBC NIGHTLY NEWS																						
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,350 4.3		4.3*		4.4*				7,700																								
	SHARE OF AUDIENCE %		{ 15 4.4		15 *		15 *				9.9 22		10.2																						
	AVG. AUD. BY 1/4 HR.		{ 4.4		4.2		4.4		4.3		9.6																								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 10,040 12.9		GENERAL HOSPITAL (SUS-OP)		4,360 5.6		EDGE OF NIGHT		9,340 12.0		ABC WORLD NEWS TONIGHT																						
	ABC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,090 10.4		10.3*		10.5*		3,730 4.8		7,940																								
	SHARE OF AUDIENCE %		{ 37 10.2		38 *		36 *		17 4.9		10.2 23																								
	AVG. AUD. BY 1/4 HR.		{ 10.2		10.4		10.6		10.5		4.7		10.4																						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 7,310 9.4		GUIDING LIGHT (OP)		3,270 4.2		ONE DAY AT A TIME-M-F		10,350 13.3		CBS EVENING NEWS CRONKITE																						
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,840 7.5		7.4*		7.6*		2,650 3.4		9,020																								
	SHARE OF AUDIENCE %		{ 27 7.3		27 *		26 *		12 3.3		11.6 25																								
	AVG. AUD. BY 1/4 HR.		{ 7.3		7.4		7.7		7.5		3.6		11.4																						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,670 6.0		TEXAS						8,710 11.2		NBC NIGHTLY NEWS																						
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,500 4.5		4.4*		4.7*				7,700																								
	SHARE OF AUDIENCE %		{ 16 4.4		16 *		16 *				9.9 22		10.3																						
	AVG. AUD. BY 1/4 HR.		{ 4.4		4.4		4.6		4.8		9.6																								
TV HOUSEHOLDS USING TV WK. 1																				28.0	28.6	29.2	29.9	28.9	30.1	31.2	32.4	33.6	34.9	36.5	38.5	41.3	43.6	44.3	45.7
(See Def. 1) WK. 2																				26.7	27.8	28.8	29.3	27.4	29.1	29.9	31.3	32.2	34.4	36.0	38.1	41.0	43.1	44.4	45.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT 8-12, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)						2,880 3.7	3,810 4.9	3,890 5.0	4,430 5.7	4,510 5.8	4,980 6.4						
	ABC TV						GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)	PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW 2	SCOOBY DOO (OP)	SCOOBY AND SCRAPPY DOO-1						
	AVERAGE AUDIENCE (Households (000) & %)						2,260 2.9	3,270 4.2	3,420 4.4	3,500 4.5	3,890 5.0	4,200 5.4						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 2.6	27 3.2	23 4.1	22 4.5	23 4.7	25 5.2						
W E K 2	TOTAL AUDIENCE (Households (000) & %)						3,270 4.2	4,980 6.4	7,000 9.0	7,620 9.8	8,560 11.0	6,920 8.9						
	CBS TV						MIGHTY MOUSE- HECKL-JECKL (OP)	TOM AND JERRY (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)						
	AVERAGE AUDIENCE (Households (000) & %)						2,490 3.2	3,970 5.1	5,600 7.2	6,460 8.3	7,550 9.7	6,070 7.8						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 2.6	31 3.7	37 4.6	40 5.6	44 9.6	36 7.4						
W E K 3	TOTAL AUDIENCE (Households (000) & %)						2,570 3.3	3,110 4.0	4,200 5.4	4,430 5.7	3,730 4.8	4,360 5.6						
	NBC TV						GODZILLA/ GLOBETROTTERS 1 (OP)	GODZILLA/ GLOBETROTTERS 2 (OP)	FRED & BARNEY/ SHMOO 1 (OP)	FRED & BARNEY/ SHMOO 2 (OP)	FRED & BARNEY/ SHMOO 3 (OP)	DAFFY DUCK SHOW (OP)						
	AVERAGE AUDIENCE (Households (000) & %)						2,100 2.7	2,570 3.3	3,350 4.3	3,580 4.6	3,190 4.1	3,420 4.4						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 2.3	22 3.0	23 4.0	23 4.5	19 4.3	21 4.5						
W E K 4	TOTAL AUDIENCE (Households (000) & %)						3,190 4.1	3,730 4.8	4,120 5.3	4,050 5.2	5,520 7.1	6,540 8.4						
	ABC TV						GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)	PLASTICMAN COMEDY-SHOW-1	PLASTICMAN COMEDY-SHOW-2	SCOOBY DOO (OP)	SCOOBY AND SCRAPPY DOO-1						
	AVERAGE AUDIENCE (Households (000) & %)						2,180 2.8	3,190 4.1	3,420 4.4	3,660 4.7	4,590 5.9	5,130 6.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 2.5	25 3.1	22 4.1	22 4.7	29 5.5	29 6.3						
W E K 5	TOTAL AUDIENCE (Households (000) & %)						3,970 5.1	5,210 6.7	7,550 9.7	8,480 10.9	8,010 10.3	7,000 9.0						
	CBS TV						MIGHTY MOUSE- HECKL-JECKL (OP)	TOM AND JERRY (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3 (OP)	ALL NEW POPEYE HOUR 1 (OP)						
	AVERAGE AUDIENCE (Households (000) & %)						3,190 4.1	4,430 5.7	6,610 8.5	7,240 9.3	6,920 8.9	5,910 7.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 3.8	32 4.5	41 8.1	41 8.8	37 9.1	33 7.7						
W E K 6	TOTAL AUDIENCE (Households (000) & %)						3,270 4.2	3,660 4.7	3,580 4.6	4,360 5.6	5,060 6.5	4,510 5.8						
	NBC TV						GODZILLA/ GLOBETROTTERS 1 (OP)	GODZILLA/ GLOBETROTTERS 2 (OP)	FRED & BARNEY/ SHMOO 1 (OP)	FRED & BARNEY/ SHMOO 2 (OP)	FRED & BARNEY/ SHMOO 3 (OP)	DAFFY DUCK SHOW (OP)						
	AVERAGE AUDIENCE (Households (000) & %)						2,650 3.4	2,880 3.7	3,110 4.0	3,660 4.7	4,050 5.2	3,730 4.8						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 3.1	22 3.6	20 3.8	22 4.1	22 4.5	21 4.7						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	4.2	4.9	6.7	8.5	11.9	14.1	15.7	17.1	18.7	20.4	20.6	21.0	22.2	22.2	21.5	21.9
		WK. 2	3.7	5.0	7.3	9.4	12.7	15.4	16.8	18.4	20.0	21.7	22.6	22.8	24.0	23.9	23.2	23.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 7.3		{ 5,060 6.5		{ 5,450 7.0		{ 5,600 7.2		{ 5,600 7.2									
	ABC TV	SCOOBY AND SCRAPPY DOO-2 (OP)		LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS THE PUPPY'S AMAZING RESCUE		AMERICAN BANDSTAND '80		ABC WIDE WORLD-SPORTS SAT									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 6.3		{ 3,890 5.0		{ 4,430 5.7		{ 3,270 4.2		{ 4.0*		{ 4.4*		{ 3,500 4.5		{ 5.0*		{ 4.0*	
	SHARE OF AUDIENCE %	{ 29		{ 22		{ 25		{ 16		{ 16 *		{ 16 *		{ 15		{ 17 *		{ 13 *	
	AVG. AUD. BY ¼ HR.	{ 6.5		{ 6.0		{ 4.9		{ 5.1		{ 5.4		{ 6.0		{ 4.0		{ 4.0		{ 4.1	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,690 8.6		{ 5,680 7.3		{ 24,820 31.9		{ 24,820 31.9											
	CBS TV	ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)				U.S. OPEN TENNIS CHAMP-SA (12:00-6:10PM)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,520 7.1		{ 4,750 6.1		{ 5,450 7.0		{ 4.4*		{ 4.2*		{ 5.3*		{ 5.9*		{ 5.7*		{ 6.1*	
	SHARE OF AUDIENCE %	{ 32		{ 27		{ 21		{ 19 *		{ 17 *		{ 20 *		{ 22 *		{ 21 *		{ 22 *	
	AVG. AUD. BY ¼ HR.	{ 7.1		{ 7.0		{ 5.9		{ 6.2		{ 4.6		{ 4.1		{ 4.2		{ 4.2		{ 5.0	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.5		{ 3,660 4.7		{ 4,050 5.2		{ 5,290 6.8		{ 11,510 14.8									
	NBC TV	JETSONS (OP)		JONNY QUEST (OP)		GODZILLA (OP)		FLASH GORDON(B)		NBC MAJOR LEAGUE BASEBALL CINCINNATI VS CHICAGO CUBS & PITTSBURGH VS ATLANTA (1:12-4:33PM)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,960 3.8		{ 3,190 4.1		{ 3,500 4.5		{ 4,200 5.4		{ 4,750 6.1		{ 5.8*		{ 6.4*		{ 6.8*			
	SHARE OF AUDIENCE %	{ 18		{ 18		{ 20		{ 22		{ 22		{ 22 *		{ 24 *		{ 26 *			
	AVG. AUD. BY ¼ HR.	{ 3.8		{ 3.9		{ 4.0		{ 4.1		{ 4.2		{ 4.7		{ 5.2		{ 5.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,450 7.0		{ 5,060 6.5		{ 5,450 7.0		{ 6,610 8.5		{ 4,750 14,940 6.1 19.2									
	ABC TV	SCOOBY AND SCRAPPY DOO-2 (OP)		LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS THE TROUBLE WITH MISS SWITCH, PT I		AMERICAN BANDSTAND '80		NCAA FOOTBALL GAME VARIOUS TEAMS & TIMES ~ (1:44-8:10PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 6.1		{ 3,970 5.1		{ 4,430 5.7		{ 3,660 4.7		{ 4.6*		{ 4.9*		{ 6.0		{ 8.1*		{ 8.2*	
	SHARE OF AUDIENCE %	{ 26		{ 21		{ 23		{ 18		{ 18 *		{ 18 *		{ 24		{ 27		{ 28 *	
	AVG. AUD. BY ¼ HR.	{ 6.1		{ 6.0		{ 5.1		{ 5.1		{ 4.8		{ 5.0		{ 6.0		{ 6.5		{ 8.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,850 8.8		{ 6,300 8.1		{ 5,910 7.6		{ 5,680 7.3		{ 5,840 7.5		{ 4,200 5.4		{ 4,200 5.4					
	CBS TV	ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		REAGAN FOR PRESIDENT-SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,910 7.6		{ 5,450 7.0		{ 4,820 6.2		{ 4,820 6.2		{ 5,130 6.6		{ 3,030 3.9		{ 3,030 3.9					
	SHARE OF AUDIENCE %	{ 32		{ 28		{ 25		{ 24		{ 25		{ 15		{ 15					
	AVG. AUD. BY ¼ HR.	{ 7.5		{ 7.6		{ 6.9		{ 7.0		{ 6.4		{ 6.1		{ 6.3		{ 6.5		{ 6.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,820 6.2		{ 4,050 5.2		{ 4,120 5.3		{ 3,420 4.4		{ 3,970 10,110 5.1 13.0									
	NBC TV	JETSONS (OP)		JONNY QUEST (OP)		GODZILLA (OP)		FLASH GORDON(B)		(2) NBC MAJOR LEAGUE BSBL NEW YORK YANKEES VS BOSTON & PITTSBURGH VS MONTREAL (2:17-5:16PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2		{ 3,580 4.6		{ 3,500 4.5		{ 2,650 3.4		{ 3.4		{ 3.4		{ 3.660 4.7		{ 4,360 5.6		{ 5.3*	
	SHARE OF AUDIENCE %	{ 23		{ 19		{ 18		{ 13		{ 13		{ 3.5		{ 3.4		{ 17		{ 18 *	
	AVG. AUD. BY ¼ HR.	{ 5.0		{ 5.3		{ 4.6		{ 4.7		{ 4.4		{ 4.6		{ 3.5		{ 3.4		{ 4.7	
TV HOUSEHOLDS USING TV		WK. 1	21.8	22.2	22.6	23.1	22.4	23.6	24.5	24.9	25.4	26.6	26.5	26.9	26.9	27.7	27.7	27.6	
(See Def. 1)		WK. 2	22.8	24.0	24.5	25.1	24.5	25.3	25.1	26.3	25.7	26.4	25.2	26.7	27.5	28.7	28.7	29.1	

U.S. TV Households: 77,800,000
(1) NCAA FOOTBALL PRE GAME, ABC, (1:30-1:44PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 13, 1980

DAY SAT. SEPT. 13, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 7, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

2,260
2.9
KIDS ARE PEOPLE
TOO I

2,020
2.6
13
2.6 2.5

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

(OP)

930
1.2
JASON OF STAR
COMMAND
(OP)

4,280
5.5

SUNDAY MORNING

FOR OUR TIMES
(SUS)

700

2,490

.9

3.2

2.7*

3.3*

3.6*

9

19

18 *

20 *

18 *

.9

2.5

3.0

3.2

3.5

3.5

3.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

2,650
3.4
KIDS ARE PEOPLE
TOO I

2,180
2.8
13
2.5 3.0

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

540
.7
THREE ROBONIC
STOOGES
(OP)

620
.8
JASON OF STAR
COMMAND
(OP)

4,670
6.0

SUNDAY MORNING

AND DAVID WEPT
(SUS)

390

470

2,650

.5

.6

3.4

3.0*

4.0*

3.3*

7

6

21

22 *

24 *

18 *

.6

.5

.5

.7

2.7

3.3

4.0

3.9

3.7

3.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	3.1	3.7	3.9	5.3	6.5	7.9	10.1	12.0	14.9	16.8	17.4	18.6	20.4	21.5	20.5	19.5
WK. 2	3.2	3.2	4.2	5.8	6.9	8.2	9.9	11.7	13.6	15.8	17.3	17.8	19.1	20.5	21.1	21.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 14, 1980

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,720 3.5		{ 1,870 2.4		{ 2,410 3.1		{ 9,410 12.1		ABC SUNDAY AFTERNOON BSBL — CALIFORNIA ANGELS VS NEW YORK YANKEES & OAKLAND VS BALTIMORE							
	ABC TV	{ KIDS ARE PEOPLE TOO II (OP)		{ ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ DIRECTIONS (SUS)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,330 3.0		{ 1,400 1.8		{ 1,710 2.2		{ 3,030 3.9		{ 2.8*		{ 3.6*					
	SHARE OF AUDIENCE %	{ 16		{ 9		{ 9		{ 10		{ 8 *		{ 10 *					
WEEK 2	AVG. AUD. BY ¼ HR.	2.9	3.1	1.6	1.9	2.2	2.1	2.6	3.1	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6
	TOTAL AUDIENCE (Households (000) & %)	{ 2,650 3.4		{ 6,300 8.1		{ 17,820 22.9		CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS & TIMES ~ (1:00-4:07PM)									
	CBS TV	{ FACE THE NATION		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL PRE GAME									
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,630 2.1		{ 4,980 6.4		{ 8,560 11.0		{ 9.0*		{ 11.3*		{ 12.3*		{ 10.8*			
WEEK 3	SHARE OF AUDIENCE %	{ 11		{ 27		{ 31		{ 31 *		{ 34 *		{ 35 *		{ 30 *			
	AVG. AUD. BY ¼ HR.	1.8	2.5	5.8	6.9	8.5	9.4	10.8	11.9	12.3	12.3	10.8	10.8	10.8	10.8	10.8	10.8
	TOTAL AUDIENCE (Households (000) & %)	{ 2,720 3.5		{ 5,210 6.7		{ 16,100 20.7		NFL FTBL GAME 1-NBC(B) — VARIOUS TEAMS & TIMES ~ (1:00-4:07PM)									
	NBC TV	{ MEET THE PRESS		{ NFL '80-NBC		{ NFL '80-NBC		{ NFL '80-NBC									
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 2,020 2.6		{ 4,120 5.3		{ 8,870 11.4		{ 8.8*		{ 10.9*		{ 11.7*		{ 11.2*			
	SHARE OF AUDIENCE %	{ 13		{ 22		{ 33		{ 30 *		{ 32 *		{ 33 *		{ 31 *			
	AVG. AUD. BY ¼ HR.	2.8	2.5	4.9	5.7	7.7	9.8	10.7	11.0	12.0	11.5	11.2	11.3	11.3	11.3	11.3	11.3
	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.5		{ 2,180 2.8		{ 3,190 4.1		{ 1,630 2.1		{ 7,860 10.1		ABC SUNDAY AFTERNOON BSBL — LOS ANGELES VS CINCINNATI (2:00-4:33PM)					
WEEK 5	ABC TV	{ KIDS ARE PEOPLE TOO II (OP)		{ ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ COLLEGE FOOTBALL '80		{ DIRECTIONS (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,650 3.4		{ 1,790 2.3		{ 2,410 3.1		{ 1,170 1.5		{ 3,270 4.2		{ 3.9*		{ 4.2*			
	SHARE OF AUDIENCE %	{ 17		{ 10		{ 12		{ 5		{ 11		{ 11 *		{ 11 *			
	AVG. AUD. BY ¼ HR.	3.4	3.5	2.0	2.5	3.3	3.0	1.5	1.6	3.9	4.0	4.2	4.2	4.2	4.2	4.2	4.2
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 2,570 3.3		{ 7,940 10.2		{ 23,810 30.6		CBS NFL FOOTBALL GAME 1 — VARIOUS TEAMS & TIMES ~ (1:00-7:06PM)									
	CBS TV	{ FACE THE NATION		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL PRE GAME									
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,950 2.5		{ 6,150 7.9		{ 11,130 14.3		{ 13.4*		{ 16.0*		{ 15.0*		{ 13.5*			
	SHARE OF AUDIENCE %	{ 11		{ 30		{ 40		{ 43 *		{ 46 *		{ 41 *		{ 36 *			
WEEK 7	AVG. AUD. BY ¼ HR.	2.4	2.6	7.0	8.8	12.3	14.5	15.8	16.3	15.3	14.7	13.4	13.7	13.7	13.7	13.7	13.7
	TOTAL AUDIENCE (Households (000) & %)	{ 3,660 4.7		{ 6,220 8.0		{ 22,480 28.9		NFL FOOTBALL GAME 1-NBC — VARIOUS TEAMS & TIMES ~ (1:00-7:45PM)									
	NBC TV	{ MEET THE PRESS		{ NFL '80-NBC		{ NFL '80-NBC		{ NFL '80-NBC									
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,720 3.5		{ 4,200 5.4		{ 10,190 13.1		{ 10.7*		{ 12.8*		{ 13.3*		{ 12.5*			
WEEK 8	SHARE OF AUDIENCE %	{ 15		{ 19		{ 35		{ 32 *		{ 35 *		{ 36 *		{ 33 *			
	AVG. AUD. BY ¼ HR.	3.6	3.5	5.0	5.8	10.1	11.3	12.7	12.8	13.1	13.4	12.2	12.7	12.7	12.7	12.7	12.7
	TV HOUSEHOLDS USING TV WK. 1	19.5	19.4	20.2	20.9	21.7	22.9	24.5	26.2	29.2	32.1	33.7	35.1	35.6	36.7	36.8	37.0
	(See Def. 1) WK. 2	21.1	20.7	21.9	23.1	24.4	25.7	27.0	28.8	32.1	34.6	36.0	36.9	36.9	37.6	38.0	37.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SUN. SEPT. 14, 1980

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 7, 1980

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
		TOTAL AUDIENCE (Households (000) & %)																
		ABC TV	ABC SUNDAY AFTERNOON BSBL CALIFORNIA ANGELS VS NEW YORK YANKEES OAKLAND VS BALTIMORE															
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR.																
			3.5	3.4	3.4	3.6	3.8	4.4	4.8	4.7	4.9	4.9					6,690 8.6	6.6 7.1
		TOTAL AUDIENCE (Households (000) & %)																
		CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS & TIMES ~ (1:00-4:07PM) (~OP)															
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR.																
			10.7	10.6	11.4	11.7	2.7	7.0	7.3	7.2	7.4	8.1	9.5	9.8	10.0	10.2	10.7	10.2
		TOTAL AUDIENCE (Households (000) & %)																
		NBC TV	NFL FTBL GAME 1-NBC(B) VARIOUS TEAMS & TIMES ~ (1:00-4:07PM) (~OP)															
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR.																
			12.1	12.8	13.1	12.9	12.4	13.7	14.0	14.0	14.1	14.2	14.6	15.1	15.3	15.6	15.4	16.2
		TOTAL AUDIENCE (Households (000) & %)																
		ABC TV	ABC SUNDAY AFTERNOON BSBL LOS ANGELES VS CINCINNATI (2:00-4:33PM)															
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR.																
			4.3	4.3	4.2	4.3	4.0	4.3	3.8								6,220 8.0	6.3 6.7
		TOTAL AUDIENCE (Households (000) & %)																
		CBS TV	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS & TIMES ~ (1:00-7:06PM) (~OP)															
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR.																
			14.6	14.6	15.7	12.7	4.7	6.1	6.9	7.8	11.3	13.1	13.9	14.5	14.5	13.3	13.6	14.0
		TOTAL AUDIENCE (Households (000) & %)																
		NBC TV	NFL FOOTBALL GAME 1-NBC - (1) VARIOUS TEAMS & TIMES ~ (1:00-7:45PM) (~OP)															
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR.																
			13.8	14.8	15.4	6.7	6.2										5,210 6.7	5.3 5.3
		TOTAL AUDIENCE (Households (000) & %)																
		TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	37.6	38.7	39.8	40.4	41.7	41.7	42.1	41.1	41.0	42.4	43.0	44.8	46.2	47.0	46.6
			WK. 2	38.5	39.7	40.2	40.7	40.5	41.8	42.3	42.8	42.1	43.4	43.1	43.1	45.2	45.8	45.6

U.S. TV Households: 77,800,000

(1) NFL FOOTBALL POST-NBC, NBC, (3:52-4:07PM)

For explanation of symbols, See page A.

DAY SUN. SEPT. 14, 1980

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																		
ABC NCAA FOOTBALL SPECIAL(S)	1	9.00-12.00MD	+GRID 11.00 11.15 11.30 11.45	22,410	28.8	11,670	15.0	28	14.8 13.2 14.1 12.0									
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-11.48PM	+GRID 11.00 11.15 11.30 11.45							31,120	40.0	18,210	23.4	40	23.2 21.2 18.8 13.4			
NBC ED CLARK-PRES.(S)	2	10.55-11.00PM	10.45							10,270	13.2	8,640	11.1	20	11.1			
EVENING TUESDAY																		
ABC CARTER/MONDALE COMM. 1(S)	2	10.55-11.00PM	10.45							14,160	18.2	12,290	15.8	30	15.8			
CBS NEWSBREAK-TUE(B)	1	8.58- 8.59PM	8.45	6,150	7.9	6,150	7.9	14	7.9									
CBS ED CLARK FOR PRESIDENT(S)	2	10.54-11.00PM	10.45							13,770	17.7	11,510	14.8	28	14.8			
CBS REAGAN FOR PRESIDENT-TUE(S)	1	10.54-11.00PM	10.45	8,950	11.5	6,610	8.5	16	8.5									
NBC NBC MAJOR LGE. BSBL PRE(S)	2	8.00- 8.16PM	+GRID 8.15							8,090	10.4	7,470	9.6	19	9.3			
NBC NBC MAJOR LGE. BSBL SPEC.(S)	2	8.16-11.33PM	+GRID							22,170	28.5	9,650	12.4	22				
																</		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	11,360	14.6	11,360	14.6	27	14.6		14,780	19.0	14,780	19.0	35	19.0			
CBS WKRP IN CINCINNATI	1	8.18- 8.48PM	→GRID 8.45	9,650	12.4	7,550	9.7	20	10.4										
CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45								7,940	10.2	7,940	10.2	20	10.2			
CBS TIM CONWAY SHOW	1	8.48- 9.18PM	→GRID 9.15	11,510	14.8	8,480	10.9	21	10.5										
CBS NEWSBREAK-SAT.	1	9.16- 9.17PM	9.15	7,000	9.0	7,000	9.0	17	9.0										
CBS REAGAN FOR PRES.(S)	2	10.54-11.00PM	10.45								12,600	16.2	10,740	13.8	29	13.8			
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	9,100	11.7	9,100	11.7	23	11.7		8,710	11.2	8,710	11.2	22	11.2			
EVENING SUNDAY																			
ABC ABC NEWSBRIEF-SUN.	2	7.58- 7.59PM	7.45								15,170	19.5	15,170	19.5	36	19.5			
	1	8.28- 8.29PM	8.15	13,150	16.9	13,150	16.9	29	16.9										
ABC CARTER/MONDALE COMM. 3(S)	2	10.56-11.00PM	10.45								15,720	20.2	14,080	18.1	31	18.1			
ABC CARTER/MONDALE COMMITTEE(S)	1	10.56-11.00PM	10.45	11,830	15.2	10,500	13.5	25	13.5										
CBS CBS NFL FOOTBALL GAME 2	2	4.10- 7.06PM	→GRID 7.00								20,310	26.1	9,020	11.6	27	14.6			
CBS 60 MINUTES	2	7.06- 8.06PM	→GRID								21,630	27.8	15,090	19.4	37				

			8.00														19.8
CBS ARCHIE BUNKER'S PLACE	2	8.06- 8.36PM	-GRID 8.30								12,680	16.3	10,810	13.9	24		13.7
CBS ONE DAY AT A TIME	2	8.36- 9.06PM	-GRID 9.00								13,300	17.1	10,740	13.8	22		16.4
CBS ALICE	2	9.06- 9.36PM	-GRID 9.30								15,950	20.5	13,850	17.8	27		19.2
CBS NEWSBREAK-SUN.	2	9.05- 9.06PM	9.00								11,900	15.3	11,900	15.3	24		15.3
CBS JEFFERSONS	2	9.36-10.06PM	-GRID 10.00								16,490	21.2	14,860	19.1	29		19.3
CBS TRAPPER JOHN, M.D.	2	10.06-11.06PM	-GRID 11.00								18,050	23.2	12,290	15.8	26		18.0
CBS NEWSBREAK-SUN.	1	10.29-10.30PM	10.15	10,270	13.2	10,270	13.2	22	13.2								
CBS ED CLARK FOR PRESIDENT(S)	1	11.00-11.06PM	11.00	15,170	19.5	12,600	16.2	31	16.2								
NBC NFL FOOTBALL GAME 2-NBC	1	4.07- 7.09PM	-GRID 7.00	23,570	30.3	11,440	14.7	34	16.1								
NBC DISNEY'S WOND. WORLD(B)	2	7.00- 7.20PM	-GRID 7.15								7,310	9.4	6,070	7.8	16		7.7
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	13,150	16.9	13,150	16.9	28	16.9		10,810	13.9	10,810	13.9	22		13.9
NBC CARTER/MONDALE POLITICAL(S)	2	10.55-11.00PM	10.45								9,730	12.5	8,640	11.1	19		11.1
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	2	>	8.15								12,450	16.0	12,840	16.5	29	12.5	M-F
	1	>	8.45	12,910	16.6	12,290	15.8	28	12.5	M-F						15.9	TU-TH
			9.45						19.1	TU-TH							

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWSBRIEF-M-F-CONT'D			10.00																
ABC ABC NEWS:NIGHTLINE M-TH			11.30	6,540	8.4	5,840	7.5	26	8.8	M-TH		5,520	7.1	5,060	6.5	23	19.4	TUE.	
			11.45						7.6	TU-TH							8.0	M-TH	
			12.15														7.6	TU & W	
			12.30														5.6	MON.	
			12.45						5.5	MON.							4.9	M & TH	
ABC FRIDAYS	1	11.30-12.42AM	11.30	10,040	12.9	5,840	7.5	24	4.6	MON.							4.6	M & TH	
	2	11.30-12.41AM	11.30						9.2	FRI.		8,790	11.3	4,980	6.4	19	7.0	FRI.	
			11.45					8.7*	24*	FRI.						6.8*	18*	6.5	FRI.
			12.00						7.3	FRI.								6.1	FRI.
			12.15					6.9*	24*	FRI.						6.1*	19*	6.1	FRI.
			12.30						6.3	FRI.								6.0	FRI.
ABC CHARLIE'S ANGELS-11.30	1	11.50-12.58AM	11.45	6,460	8.3	4,360	5.6	24	5.4	THU.									
			12.00						5.5	THU.									
			12.15					5.7*	23*	THU.									
			12.30						5.9	THU.									
			12.45					5.5*	28*	THU.									
ABC LOVE BOAT-11.30	1	11.50-12.59AM	11.45	6,460	8.3	4,360	5.6	26	5.0	THU.									
	2	11.52-12.59AM	11.45						5.5	WED.		5,210	6.7	3,580	4.6	21	4.8	WED.	
			12.00						5.6	WED.							4.8	WED.	

			12.15					5.7*	25*	5.7	WED.					4.7*	20*	4.6	WED.
			12.30							5.9	WED.							4.6	WED.
			12.45					5.5*	30*	5.0	WED.					4.4*	24*	4.3	WED.
ABC TUESDAY MOVIE OF THE WEEK	1	11.50- 1.16AM	11.45	4,820	6.2	2,880	3.7	18	4.7	TUE.		4,430	5.7	2,330	3.0	14	4.4	TUE.	
	2	11.50- 1.19AM	11.45														3.7	TUE.	
			12.00							4.3	TUE.						3.1	TUE.	
			12.15					4.0*	17*	3.8	TUE.					3.4*	14*	2.8	TUE.
			12.30							3.6	TUE.							2.5	TUE.
			12.45					3.4*	19*	3.3	TUE.					2.6*	14*	2.2	TUE.
			1.00							2.8	TUE.							2.3	TUE.
			1.15							2.5	TUE.								
ABC BARETTA-THU.	1	12.58- 1.49AM	12.45	3,030	3.9	2,180	2.8	22	3.3	THU.									
			1.00						3.0	THU.									
			1.15					3.0*	22*	2.9	THU.								
			1.30							2.5	THU.								
			1.45							2.2	THU.								
ABC BARETTA-WED.	1	12.59- 1.49AM	12.45	2,960	3.8	2,410	3.1	24	3.0	WED.		2,720	3.5	2,100	2.7	20	2.8	WED.	
	2	12.59- 1.52AM	12.45														2.8	WED.	
			1.00							3.0	WED.						2.8	WED.	
			1.15					3.1*	22*	3.2	WED.					2.8*	20*	2.6	WED.
			1.30							3.1	WED.							2.4	WED.
			1.45							2.9	WED.					2.5*	21*	2.7	THU.
ABC CHARLIE'S ANGELS-11.30	2	12.52- 2.00AM	12.45									4,120	5.3	2,330	3.0	21	3.6	THU.	
			1.00														3.3	THU.	
			1.15														2.9	THU.	
			1.30														2.7	THU.	
			1.45														2.7	THU.	
CBS NEWSBREAK-M-F CONT'D	1	8.58- 8.59PM	8.45	9,730	12.5	9,730	12.5	22	12.5	MON									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-M-F-CONT'D	2	>	8.45								10,190	13.1	9,880	12.7	22	12.7	M-F
CBS CAMPAIGN COUNTDOWN WED(S)	2	11.30-12.03AM	11.30 11.45 12.00								5,370	6.9	4,120	5.3	17	6.1 4.8 4.3	WED. WED. WED.
CBS CARTER FOR PRESIDENT(S)	2	11.30-11.34PM	11.30								7,620	9.8	6,770	8.7	24	8.7	TUE.
CBS LATE MOVIE I	2	>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15								6,150	7.9	3,890	5.0 5.6*	19 16*	6.0 5.3 5.0 4.7 4.9 4.2 3.9 3.4	M-F M-F M-F M-F M-TH M-TH WED. WED.
CBS REAGAN FOR PRESIDENT-FRI(S)	1	11.30-11.36PM	11.30	8,010	10.3	6,540	8.4	22	8.4	FRI.							
CBS REAGAN FOR PRESIDENT-THU(S)	2	11.30-11.34PM	11.30								7,080	9.1	6,220	8.0	21	8.0	THU.
CBS U.S. OPEN TEN. HILITE-FRI(S)	1	11.36-12.06AM	11.30 11.45 12.00	5,210	6.7	4,120	5.3	15	6.3 5.1 4.6	FRI. FRI. FRI.							
CBS U.S. OPEN TEN. HILITE-MON(S)	1	11.30-12.00MD	11.30	5,060	6.5	4,360	5.6	17	6.4	MON.							

CBS U.S. OPEN TEN. HILITE-THU(S)	1	11.30-12.20AM	11.45 11.30 11.45 12.00 12.15	6,690	8.6	4,590	5.9 6.1*	20 18*	4.7 6.3 5.9 5.8 4.7	MON. THU. THU. THU. THU.							
CBS U.S. OPEN TEN. HILITE-TUE(S)	1	11.30-12.00MD	11.30 11.45	3,970	5.1	3,190	4.1	13	5.5* 4.4 3.9	21* TUE. TUE.							
CBS U.S. OPEN TEN. HILITE-WED(S)	1	11.30-12.00MD	11.30 11.45	5,600	7.2	4,670	6.0	19	6.4 5.6	WED. WED.							
CBS LATE MOVIE I	1	>	12.00 12.15 12.30 12.45 1.00 1.15	4,590	5.9	2,880	3.7 4.0*	19 16*	4.0 4.0 3.9 3.6 3.4 3.2	M-F M-F M-F M-F M-F M-F							
CBS LATE MOVIE II	2	>	12.15 12.30 12.45								3,660	4.7	2,960	3.8	21	3.0 3.3 3.8	MTU THF MTU THF MTU THF
	1	>	1.00 1.15 1.30 1.45 2.00	2,650	3.4	2,100	2.7	22	2.8 2.9 2.7 2.6 3.1	M-F M-F M-F M-F TH & F							
NBC NBC NEWS UPDATE-M-F	2	>	8.00								9,180	11.8	9,180	11.8	21	8.3	M-F
NBC TONIGHT SHOW	1	8.58-8.59PM	8.45	10,190	13.1	10,190	13.1	24	13.1	M-F						12.7	MW THF
CONT'D		>	11.30 11.45	9,800	12.6	5,520	7.1 8.5*	26 26*	8.9 8.1	M-F M-F	9,020	11.6	5,210	6.7 8.4*	25 24*	8.8 8.0	M-F MW THF

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OTHER PROGRAMS

				WEEK 1						WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TONIGHT SHOW-CONT'D				12.00					7.5	M-F						6.9	M-F		
				12.15					6.4	M-F				6.6*	25*	6.2	M-F		
				12.30					5.2	M-F						5.5	M-F		
				12.45					7.3*	29*				5.8*	27*	5.0	M-F		
				1.00					5.1	M-F						4.0	TUE.		
				1.15										3.9*	24*	3.6	TUE.		
NBC MIDNIGHT SPECIAL				VARIOUS TIMES (SUS)															
				1.00- 2.30AM	1.00	4,200	5.4	2,260	2.9	20	3.8	FRI.	5,600	7.2	3,190	4.1	25	5.4	FRI.
					1.15				3.6*	20*	3.3	FRI.				5.1*	25*	4.9	FRI.
					1.30						3.2	FRI.						4.2	FRI.
					1.45				3.0*	20*	2.8	FRI.				4.1*	26*	3.9	FRI.
					2.00						2.4	FRI.						3.4	FRI.
					2.15				2.1*	18*	1.9	FRI.				3.2*	26*	3.0	FRI.
NBC TOMORROW SHOW				>	1.00	2,570	3.3	2,020	2.6	21	2.9	M-TH	2,410	3.1	1,870	2.4	19	3.0	M-TH
					1.15				2.8*	21*	2.7	M-TH				2.9*	21*	2.7	M-TH
					1.30						2.4	M-TH						2.3	M-TH
					1.45				2.1*	20*	2.2	M-TH				1.8*	15*	2.1	M-TH
					2.00											1.3	TUE.		
					2.15											1.3*	14*	1.2	TUE.
VARIOUS TIMES (SUS)																			

DAY MONDAY-FRIDAY																	
ABC GOOD MORN,AMER.MON-730(B)	1	7.30- 8.00AM	7.30	1,630	2.1	1,240	1.6	14	1.4	MON.							
			7.45						1.8	MON.							
ABC GOOD MORN,AMER.MON-830(B)	1	8.30- 9.00AM	8.30	2,880	3.7	2,180	2.8	14	2.8	MON.							
			8.45						2.8	MON.							
ABC LOVE BOAT DAYTIME-MON(B)	1	11.00-12.00NN	11.00	7,620	9.8	5,290	6.8	22	5.5	MON.							
			11.15						5.9*	20*							
			11.30						6.3	MON.							
			11.45						7.2	MON.							
									7.7*	24*							
ABC FAMILY FEUD-MON(B)	1	12.00-12.30PM	12.00	6,850	8.8	5,520	7.1	22	8.1	MON.							
			12.15						7.0	MON.							
									7.3	MON.							
ABC RYAN'S HOPE-MON(B)	1	12.30- 1.00PM	12.30	5,370	6.9	4,590	5.9	18	5.8	MON.							
			12.45						6.1	MON.							
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ALL MY CHILDREN-MON(B)	1	1.00- 2.00PM	1.00	8,640	11.1	6,610	8.5	25	7.9	MON.							
			1.15						8.2*	24*							
			1.30						8.6	MON.							
			1.45						8.8	MON.							
									8.8*	26*							
									8.7	MON.							
ABC ABC DAY NEWSBRIEF-MON(B)	1	1.57- 1.59PM	1.45	6,460	8.3	6,300	8.1	23	8.1	MON.							
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,850	8.8	6,540	8.4	33	8.4	TU-F	7,000	9.0	6,770	8.7	32	8.7	M-F
ABC ONE LIFE TO LIVE-MON(B)	1	2.00- 3.00PM	2.00	7,550	9.7	5,680	7.3	21	7.5	MON.							
			2.15						7.4*	21*							
			2.30						7.4	MON.							
			2.45						7.2*	21*							
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45						6.9	MON.							M-F
										M-F							

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC GENERAL HOSPITAL-MON(B)	1	3.00- 4.00PM	3.00 3.15 3.30 3.45	7,700	9.9	5,990	7.7	21	7.3	MON.									
							7.5*	21*	7.7	MON.									
									7.9	MON.									
									7.9	MON.									
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F								M-F	
ABC EDGE OF NIGHT-MON(B)	1	4.00- 4.30PM	4.00 4.15	3,500	4.5	2,960	3.8	10	4.0	MON.									
									3.7	MON.									
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F								M-F	
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F								M-F	
CBS MAGAZINE(S)	1	10.00-11.00AM	10.00 10.15 10.30 10.45	4,590	5.9	2,260	2.9	18	2.7	THU.									
							2.5*	15*	2.4	THU.									
									2.8	THU.									
									3.5	THU.									
CBS PRICE IS RIGHT 2-MON(B)	1	11.30-12.00NN	11.30 11.45	6,380	8.2	5,210	6.7	21	6.2	MON.									
									7.2	MON.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,360	5.6	4,120	5.3	28	5.3	TU-F	4,820	6.2	4,670	6.0	30	6.0	M-F		
CBS NEWSBREAK-11.57-MON(B)	1	11.57-11.59AM	11.45	5,210	6.7	4,900	6.3	19	6.3	MON.									
CBS U.S.OPEN TENNIS CHAMP-MO(S)	1	12.30- 6.00PM	12.30 12.45	13,540	17.4	3,500	4.5	12	4.4	MON.									
							4.1*	13*	3.9	MON.									

			1.00						4.3	MON.									
			1.15						4.2*	MON.									
			1.30						4.2	MON.									
			1.45						4.2*	MON.									
			2.00						5.0	MON.									
			2.15						4.6	MON.									
			2.30						4.1	MON.									
			2.45						4.2*	MON.									
			3.00						4.3	MON.									
			3.15						4.5	MON.									
			3.30						4.0	MON.									
			3.45						4.2	MON.									
			4.00						4.3*	MON.									
			4.15						4.2	MON.									
			4.30						4.4*	MON.									
			4.45						4.5	MON.									
			5.00						5.1	MON.									
			5.15						4.9*	MON.									
			5.30						4.8	MON.									
			5.45						4.9	MON.									
									4.9*	MON.									
									5.3	MON.									
									5.2	MON.									
CBS REAGAN FOR PRESIDENT-WED(S)	2	12.55-12.59PM	12.45								5,910	7.6	5,600	7.2	29	7.2	WED.		
CBS CARTER FOR PRESIDENT-MON(S)	2	1.54- 2.00PM	1.45								5,840	7.5	4,980	6.4	25	6.4	MON.		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,900	6.3	4,590	5.9	21	5.9	TU-F	4,900	6.3	4,670	6.0	20	6.0	M-F		
CBS REAGAN FOR PRES.(S)	1	3.53- 4.00PM	3.45	5,760	7.4	4,750	6.1	21	6.1	FRI.									
CBS RAZZMATAZZ(S)	1	4.00- 4.30PM	4.00 4.15	4,510	5.8	3,580	4.6	17	4.4	TUE.									
									4.7	TUE.									
NBC DAVID LETTERMAN-1(B)	1	10.00-10.30AM	10.00	2,180	2.8	1,710	2.2	9	2.1	MON.									
CONT'D																			

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN-1(B)-CONT'D			10.15						2.3	MON.									
NBC DAVID LETTERMAN-2(B)	1	10.30-11.00AM	10.30 10.45	1,950	2.5	1,710	2.2	8	2.2 2.1	MON. MON.									
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F								M-F	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	3,660	4.7	3,350	4.3	27	4.3			3,580	4.6	3,110	4.0	23	4.0		
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,430	5.7	3,970	5.1	23	5.1			5,060	6.5	4,670	6.0	26	6.0		
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,590	5.9	4,280	5.5	25	5.5			4,750	6.1	4,510	5.8	25	5.8		
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	3,890	5.0	3,730	4.8	21	4.8			3,890	5.0	3,730	4.8	20	4.8		
ABC NCAA FOOTBALL PRE GAME	1	3.00- 3.16PM	-GRID 3.15	4,430	5.7	4,280	5.5	20											
ABC NCAA FOOTBALL GAME	1	3.16- 6.06PM	-GRID 6.00	15,480	19.9	6,690	8.6	27	5.4 8.9										
ABC NCAA FOOTBALL FILL(SUS)	2	3.59- 4.07PM	3.45																
ABC NCAA FOOTBALL POST GAME	2	5.07- 5.17PM	5.00 5.15									5,130	6.6	5,520	7.1	21	7.0 7.2		
ABC CARTER/MONDALE COMM. 2(S)	2	6.26- 6.30PM	6.15									6,920	8.9	6,220	8.0	20	8.0		

CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,190	4.1	2,960	3.8	27	3.8			3,730	4.8	3,580	4.6	30	4.6		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,900	6.3	4,590	5.9	35	5.9			5,370	6.9	4,980	6.4	35	6.4		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,070	7.8	5,760	7.4	36	7.4			7,080	9.1	6,690	8.6	40	8.6		
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	7,620	9.8	7,390	9.5	44	9.3 9.5			7,700	9.9	7,470	9.6	41	9.7 9.5		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,990	7.7	5,840	7.5	34	7.5			6,070	7.8	5,760	7.4	32	7.4		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,150	7.9	5,840	7.5	34	7.5			6,380	8.2	6,070	7.8	33	7.8		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,210	6.7	4,670	6.0	26	6.0			5,760	7.4	5,290	6.8	27	6.8		
CBS U.S. OPEN TENNIS CHAMP-SA(S)	1	12.00- 8.18PM	-GRID 8.15	24,820	31.9	5,450	7.0	21	10.9										
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15									5,060	6.5	4,590	5.9	23	5.9		
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45									5,290	6.8	5,060	6.5	25	6.5		
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15									5,370	6.9	5,130	6.6	25	6.6		
CBS CARTER FOR PRESIDENT-SAT(S)	2	5.54- 6.00PM	5.45									6,220	8.0	4,980	6.4	18	6.4		
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,570	3.3	2,490	3.2	26	3.2			2,800	3.6	2,720	3.5	25	3.5		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,260	2.9	2,180	2.8	17	2.8			2,880	3.7	2,800	3.6	21	3.6		
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,810	4.9	3,660	4.7	24	4.7			3,350	4.3	3,270	4.2	20	4.2		
NBC ASK NBC NEWS-9:45AM		9.45- 9.47AM	9.45	3,660	4.7	3,580	4.6	22	4.6			3,890	5.0	3,810	4.9	22	4.9		
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,110	4.0	2,960	3.8	17	3.8			3,810	4.9	3,580	4.6	20	4.6		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	3,420	4.4	3,270	4.2	20	4.2			3,970	5.1	3,890	5.0	22	5.0		
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,350	4.3	3,030	3.9	18	3.9			4,120	5.3	3,970	5.1	22	5.1		

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OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE				HOUSEHOLDS	SHARE							
				(000)	%	(000)	%	%	(000)	%	%	(000)	%	(000)	%	%			
DAY SATURDAY-CONT'D																			
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	2,960	3.8	2,650	3.4	15	3.4		3,970	5.1	3,970	5.1	21	5.1			
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,810	4.9	3,580	4.6	20	4.6		3,810	4.9	3,500	4.5	18	4.5			
NBC NBC MAJOR LEAGUE BASEBALL	1	1.12- 4.33PM	→GRID 4.30	11,510	14.8	4,750	6.1	22	5.8										
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.12PM	→GRID	3,890	5.0	3,970	5.1	21	5.1		3,970	5.1	3,660	4.7	17	4.7			
	2	2.00- 2.17PM	→GRID 2.15																
NBC NBC SPORTS FILL(SUS)	2	5.14- 5.28PM	5.00																
DAY SUNDAY																			
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,410	3.1	2,330	3.0	16	3.0		2,490	3.2	2,490	3.2	16	3.2			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,870	2.4	1,790	2.3	11	2.3		2,330	3.0	2,260	2.9	12	2.9			
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	470	.6	470	.6	9	.6		<<		<<		<<				
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	860	1.1	780	1.0	9	1.0		620	.8	540	.7	6	.7			
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.07PM	→GRID	17,820	22.9	8,560	11.0	31			23,810	30.6	11,130	14.3	40	9.8			
	2	1.00- 4.06PM	→GRID 4.00						13.0										
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 3.52PM	→GRID 3.45								22,480	28.9	10,190	13.1	35 15.6*	39*	16.1		

NBC NFL FTBL GAME 1-NBC(B)

1 1.00- 4.07PM →GRID
4.00

16,100 20.7 8,870 11.4 33

11.7